

**AN ANALYSIS OF SOCIAL NETWORKING SITES:  
PRIVACY POLICY AND FEATURES**

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**AN ANALYSIS OF SOCIAL NETWORKING SITES:  
PRIVACY POLICY AND FEATURES**

**A project submitted to Dean of Awang Had Salleh Graduate School in partial  
Fulfillment of the requirement for the degree  
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## **ABSTRACT**

Social Networking Sites (SNSs) are at the heart of many people lives, and the majority of both students and adults who use them to share information, keeping contact with old friends and meeting new acquaintances. However, the increasing number of action on online services also gives a raised to privacy concerns and issues. Therefore, the main purpose of this study is investigate the two SNSs i.e. Facebook and Friendster in terms of privacy policy and features, users' preferences and needs as well as producing a guideline for good SNSs from users design perspective. In an attempt to achieve the objectives of this study, however, two different approaches were employed; first literature has reviewed for two SNSs for the comparative analysis, and secondly quantitative approach technique was used. Online questionnaire was designed and published on the web and the respondents were able to access and sent back respectively. The survey was limited only to one hundred respondents within the Universiti Utara Malaysia. Findings from this study reveal that there are significant differences and similarities between Facebook and Friendster privacy policy and features. However, Friendster has hidden users' identity information by default to only friends, while Facebook has made it public to everyone. Results from survey in this study indicate that most of the respondents disclose information including personal and private information with public and friends, nevertheless, many respondents prefer to share their personal and private information with friends. Although, majority of respondents are aware of privacy setting changes, while they have notable attitude toward privacy protection as well as trust. This study usher a new era towards knowledge of social networking sites and the result can be use to the body of literature on information system with emphasis on privacy policy setting and features.



## **DEDICATION**

*This project is lovingly dedicated to the memory of my father,  
to my mother, brothers, and sisters*

## **ACKNOWLEDGEMENT**

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## **List of Abbreviations**

SN: Social Network

SNS: Social Networking Site

UUM: University Utara Malaysia

SD: Standard Deviation

N: Sample of respondents

%: Percentage

Min: Minimum

Max: Maximum

Q: Question

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 Overview**

“Social technologies never have predictable and absolute positive or negative effects, which is why social scientists dread questions like these. In considering the effects of social network sites, it is clear that there are many challenges to work through -- the increasing commercialization of this space, the need to construct strong privacy protections for users, and safety issues -- but I believe the benefits we receive as a society provided by these tools far outweigh the risks.”

(Ellison, 2008)

The evaluation of the Internet to its current phase commonly known as Web 2.0 has brought more opportunities as well as challenges for social application. One of the major opportunities is the wide availability of new online applications commonly described as Social Media and particular new online networking environments known as Social Networking Sites (SNSs) (Constantinides, et al., 2010). These Social Media have changed the way that keep people communicate, share information, publish, and create new knowledge, which can be done by promoting two ways communication between user and web content on the Internet. Apparently, it has enhanced the social aspect of creating content and sharing information through community-based websites. According to Institute for Prospective Technological Studies (2009), the example of Web 2.0 applications that are widely used today are:

- i. Facebook and MySpace (social networking services)
- ii. Friendster (social networking services and social gaming)
- iii. Wikis (collaborative content)
- iv. Flickr and YouTube (multimedia sharing)
- v. delicious (social tagging)
- vi. LinkedIn (professional networking)
- vii. Blogspot and Wordpress (blogging)

These platforms have provided and adapt context, expose personal information through people participation in the process (Pekarek & Potzsch, 2009). However, most of Web 2.0 applications are focusing on user's participation in contributing to the web content. As the importance of the user, Vassileva (2008) had suggested that Web 2.0 is known as the participative web, for the reason that it has depended on user's involvement in the web content creation. The Web 2.0 features have provided a way for the current generation communicating and sharing knowledge within one another.

Since their introduction, SNSs have attracted millions of users who integrate these sites into their lives. There are hundreds of SNSs with different available technology that are supported a wide range of interests and practices. However, Bebo, LinkedIn, MySpace, Facebook, Friendster, and Orkut are only a few names of the major SNSs that are attracting more and more people on a daily basis (Brooks, 2008). Therefore, while their key technological features are fairly consistent, the cultures that emerge around social network are different (Boyd & Ellison, 2008).

SNSs are extremely an important part of how users experience the online world. According to Wu, et. al, (2010), SNSs have provided a way for people to share their thoughts, pictures, videos, and other items they find interesting with their friends. These web based sites have been used for a number of purposes by users or members. The basic motivation from these sites is communications and maintaining relationships. Popular activities include updating others on activities and whereabouts (e.g. location, situation, and position), sharing pictures and archiving events, getting updates on activities by friends, displaying a large social network, presenting in idealized person, sending message privately, and posting public testimonials such as sensitive, fact, and truth information (Dwyer et. al., 2007; Liu & Terzi, 2010). Over the past few years, SNSs such as Facebook and Myspace have attracted hundreds of millions of users, which they have been responsible for a new wave of popular application over the Internet (Torkjazi, et. al., 2009).

The privacy issues have been raised by using SNSs. Users post personal data, articulate information on their and friends profiles. Act has defined personal data or personal information as a person's name, card number, photograph, signature, phone number (Tsaoussi, 2011). There are some characteristic examples of such data email address which are used daily by individuals. In SNSs, users may share, post, and tag photos of themselves and others, update their status with unsuitable information, pride about illegal activity, and openly discuss their personal relationships on walls. These kinds of thoughts may be harming other users, and usually information expose by users' self-selection with supported from privacy settings that are public by default to everyone (Joinson, et. al., 2011).

SNSs users are daily posting, sharing, and updating their information. Unfortunately, some of them are not aware about disclosing information. This may harm or affect disadvantage in their lives. "They may find themselves fired from their work or losing their friends. Employees who have called in to work declaring they are ill and are going to take the day off to recuperate, then go on to post photos from their day trip to the nearest beach or zoo or fun spot of their choice. As a result, they are discharged." Also, lecturers who post racist comments are dismissed from their status. Students are sent to the principal's office for derogatory information they posted on Facebook about the school or their teachers.

According to Groth (2009), the heart of the contract that SNSs make sharing personal information such as real name, job, hobbies, address, hand-phone, and others, by providing an easy mechanism for people to keep in contact with their friends, colleagues, families, and ways to maintain their relationship. To encourage users to accept this contract and to reduce their legal responsibility, SNSs provide a form of access control to users, which allow users to specify who can see their various pieces of personal information. For example, a user could specify that only persons identified as their friends can see photos they have uploaded. As SNSs have begun to make use of user's personal information, there have been increasing privacy concerns and some sites have been forced to remove planned functionality.

Story and Stone (cited in Groth 2009, p. 45) for example, Facebook had to remove parts of its new purchase notification system, Beacon, after complaint by its own users. Thus, ensuring that users can understand and control how their personal information is used critical for the success of SNSs.

## **1.2 Problem Statement**

“User privacy is an enormously dynamic area, and even as site operators attempt to address the issue, consumer perceptions are slow to change”

(Lisa Wilding-Brown, a uSamp vice president)

In recent years, SNSs have been moved on into social networking services that bring users information about their social life and thought through any manner that can seek to bring users to socialising (Wu, et. al., 2010). One of the major issues surrounding SNSs is privacy. This is a critical problem since SNSs are used by public for personal reasons; a person's whose privacy is compromised suffers much distress.

Since the invasion of social networking sites, privacy has been an important issue to be understood whether or not to produce a sensitive personal data online (Groth, 2009). Indeed, it has been shown that users of SNS in Malaysia state that they are worried about the violation of their privacy (Utz & Kramer, 2009). Moreover, SNSs have been used users' personal data and share with advertisers without users' knowledge or consent (Waters & Acherman, 2011; Barnard & Prugel-Bennett, 2011). This kind of privacy policy has been changed users' behavior and made users' privacy less secure.

Hence, privacy concerns of SNSs include unwitting exposure of personal data, damage caused by rumors and gossip, person who is not a desirable to contact which leads to resort to harassment or stalking, use of personal data by third parties (Kennedy & Macko, 2007) and hacking and theft identity (Boyd & Ellison, 2008; Debatin, et al., 2009).

Furthermore, all SNSs have provided a range of privacy setting in profile users to protect their personal information. These settings are often confusing and many times not well communicated to all users. However, attacking on privacy can be avoided by using these setting properly. In some cases, users' profiles are completely public by default (Gross & Acquisti, 2005; Goettke & Christiana, 2007), and user's information is available to anyone who wants it in a social network (Kennedy & Macko, 2007). There will be no more secrets when a social network and hackers can use sensitive information for their personal gain (Gundecha, et. al., 2011 p.511).

### **1.3 Project Questions**

The objectives of this project have to be achieved by answering the following research questions:

- i. What are the differences between two popular social networks, i.e. Facebook and Friendster, in term of protecting user privacy?
- ii. What are the privacy features and setting in the social networking site preferred by the users?
- iii. How to design a SNS that can protect user's privacy?

### **1.4 Project Objectives**

The main objective for this project is to analyze two social networking sites. In order to analyse privacy between Facebook and Friendster, these following objectives should be accomplished:

- i. To analyse privacy policy and features of Facebook and Friendster.
- ii. To investigate user preferences and needs on privacy features and setting on social networking site.
- iii. To produce a guideline of a good social networking site from users design perspective by emphasizing on user privacy.



### **1.5 Project Scope**

This study has provided an analysis of two selected social networking sites from a privacy perspective. The scope of the study would be higher education students as the sample group since they are belong to the largest number of social networking site user age group that currently 18-24 with total of 4,204,365 users (SocialBakers.com, 2012). Undergraduate and postgraduate students of University Utara Malaysia, Sintok, Malaysia have selected as the sample.

### **1.6 Significance of Study**

SNSs are a reality and a significant element of today's social and environment. This study contributed toward enhancing the perceived privacy of SNSs through using appropriate privacy features and help users of SNSs to increase their privacy protection during developing relationships and interactions. Meanwhile, the study will create awareness among the SNSs users towards privacy policy and setting, specifically for security and protection issues.

Furthermore, SNSs owner would be able to use the guideline produce by this study to enhance their SNSs privacy features to protect the users' privacy.

### **1.7 Organisation of the Project**

This project consists of six chapters. Chapter 1 covers the background of the project, where the problem statement, project questions, objectives, scope, and significant of the study.

Chapter 2 contains the literature review outlining briefly the concepts and history of social networking sites. The chapter also discusses issues of privacy. This is followed by the Facebook's and Friendster's privacy policy and features.

Chapter 3 details the research methodology underpinning this study which includes the study design, comparative analysis, online survey, source of data, instrumentation design and data collection process.

Chapter 4 describes the comparative analysis for the privacy policy and features of two social networking sites, Facebook and Friendster.

Chapter 5 presents the findings and result of the survey to produce a guideline for good social networking sites from users' perspective.

Finally, Chapter 6 discusses the findings of the results, limitations of the study, recommendations and suggestions for future research.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

In this literature review, social networking site (SNS) concepts have been explained. Next, trust and privacy issues have elaborated by giving some concepts and related studies on SNSs. Then, privacy policy and features have also to be discussed for Facebook and Friendster.

#### **2.2 Social Networking Concepts**

In recent years the Internet has become an important medium in today's society. From early company e-mail systems to the World Wide Web's news, marketing, dating, and blogging sites, the Internet and its applications are attracting many citizens, professionals, and researchers. More specifically, SNSs are increasingly attracting the attention of researchers who are interested by their environment (Boyd & Ellison, 2008).

Social networks (SNs) have been model social relationship by graph structures that is a collection from vertices or nodes and edges. Nodes model are using to correspond to individuals, while edges are using to specify social interactions. Many different kinds of SNSs have been appeared in our life such as friendship networks, telephone call networks, and academia co-authorship (Zhou, et. al., 2008).

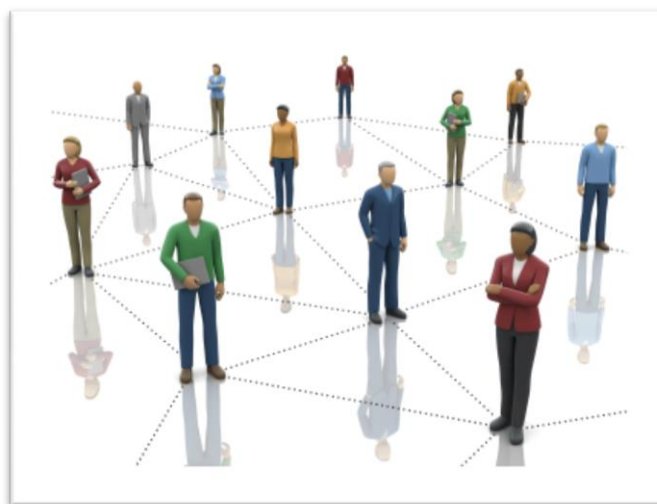
##### **2.2.1 Social Networks**

SNs have been classified by many authors from different viewpoint that give it meaning. It deals with a group of individuals connected to share common values. Social structure is made up of individuals, groups or organizations called nodes, which are interacted or linked by one or more specific types of interdependency, such as friendship, kinship, relationships of belief, financial exchange, and knowledge or status. Also, SNs defined in (Liccardi, *et. al*, 2007) as social structure

of nodes, which classify individuals and their relationships in the specific field and a certain range. Trust is one of the most important to build powerful relationships on social networks between the members (nodes).

The use of the Internet is social networking to allow individuals to meet online with others who have common interests. Social networking has been around as long as the Internet itself. It has taken different forms; some of the more popular in the 1980s include bulletin board services such as Fido Net, and the rise of the popular online services, for example, CompuServe, Prodigy and AOL, each of which developed forums in which their members could reach one another (Graham et al 2008).

Social networking is a network of individuals groups, colleagues, employees, and other personal contacts by joining online community of people on the Internet and invites people they know for joining as well. At the same time, those people invite their friends or colleagues to join in that community, and the process repeats for each person. In early days, SNs were also used as a way of building links online corporate business. However, social networking usually provides services that facilitate these communications such as sharing information or experiences, making friendships, and interests (Mohmed & Azizah, 2011). The figure below shows how group of individuals are connected socially.



*Figure 2.1: Illustrating how group of individuals are connected socially*

### **2.2.2 Social Networking Sites (SNSs)**

When people join SNSs, they begin by creating a profile. Then, they make connections to existing friends as well as those they meet through the site. A profile is a list of identifying information. It can include a user's real name or a pseudonym. It also can include photographs, birthday, hometown, religion, ethnicity, and personal interests. Users connect to others by sending a "friend Request", which must be accepted by the other party to establish a link. "Friending" other users give them access to user's profile, add them to the user's SN, and vice versa (Dwyer,et. al., 2007).

There are a lot of definitions of the term SNSs. User participation and user generated content is a common element of many definitions (Constantinides et. al., 2010). According to Constantinides and Fountain (2008) SNSs are one of the five application types of the Web 2.0 domain and defined as "application allowing users to build personal web sites accessible to other users for exchange of personal content and communication".

Boyd & Ellison (2008) defined SNS as web-based services that allow individuals to create online profiles through a specific identified network such as Facebook and Friendster. These profiles can be completely public or semi-public. Public profiles usually display all the user's profile sections including photos, interests, groups, favorite films, books, quotes, and what they like doing in their spare time. In addition to profile information, users can design the appearance of their page, and add content such as video clips and music files, and special applications (Ofcome, 2008). Semi-Publish profiles usually display only user's basic information such as name, network, affiliations, groups, religion, and some photos. Thus, users create a list of friends with whom they share a connection. Therefore, individuals can communicate and keep tracking of users or others with whom they have connected (Jarad, 2009). This definition assures a clear representation of connections among users (Grimmelmann, 2009). Users has been used the site for commenting and uploading information about themselves on the site including using the site's tools to create a link from their profile with others. The nature and classification of these connections may vary from

site to site. These basic features is described social network sites that provide ways for users to publish their profile that classifies themselves, therefore, users can identify old friends and other users to develop new relationships and information sharing, and for the links between users to be used as a way to establish a link. However, this definition falls short of describing newly emerging social network site such as Twitter or resource-sharing websites with social networking components such as Youtube and Picasa. Moreover, it does not deal with the privacy issue that appears in an online community.

Aimeur, Gambs, & Ho (2010) is given a broader definition of SNS as websites that allow users to (1) connect with other users by befriending (Facebook), following (Twitter), subscribing (Youtube), gaming (Friendster) (molglobal.net, 2012b), (2) interact with connect posted by other users, for example by commenting replying or rating, (3) restrict their own content to authorized users only. A more recent definition is that proposed by Kwon and Wen (2010), who stated that SNS are: websites that allow building relationships online between persons by means of collecting useful information and sharing it with people. Also, they can create groups which allow interacting amongst users with similar interests.

### **2.2.3 History of Social Networking Sites**

The first recognizable SNS was SixDegress.com launched in 1997. SixDegress.com allowed users to create profile, list their friends, send messages, and beginning in 1998 surfing the friends list. However, the site closed in 2000 due to the weakness of users on online networks, lack of appeal for developing new relationships, and due to their bussiness problems that could not be handled. From 1999, a number of sites founded such as LiveJournal with more features, including increasingly interactive components such as guest books and diary pages. AsianAvenue, BlackPlant, MiGente allowed users to create personal, professional and dating profiles, users could identify friends on their personal profiles without seeking approval for these connection. As the number of sites grew, they spread in terms of focus. For example, in order to have more effective financing, help people leverage their business and

employment networks, Ryze.com and LinkedIn appeared, and Flickr is based on photo-sharing (Boyd & Ellison, 2008; Harrison, & Thomas, 2009).

Several sites combining function of today's SNSs that emerged in the late 1990s. SNSs started to thrive more widely with markets niche with appeal of Friendster which launched in 2002, MySpace in 2003, Facebook in 2004, and Twitter in 2006. In worldwide terms, many people have seen Friendster as the first to make a serious impact. Friendster was launched in 2002 before falling back relative to other sites in 2004 such as Facebook. Friendster prides itself in delivering a clean, user-friendly and interactive environment where users can connect with anyone around the world in easily way. Friendster has a growing portfolio of patents granted to the company on social networking (Boyd & Ellison, 2008). Friendster is redesigned again in January, 2011 as a social gaming and networking site (MolGlobal.net, 2012a).

New site continues to emerge. In June 2011, Google announced that it was launched Google+. Google+ is a social networking and identity service that makes connecting on the web more like connecting in the real world. Share your thoughts, links and photos with the right circles. Use easy, spontaneous video chat to strike up conversations with as many as nine people at once. Get everyone on the same page with fast, simple group chat (Google+, 2012). A wave of other sites appears, and this has continued up to the present as shown in Figure 2.2.

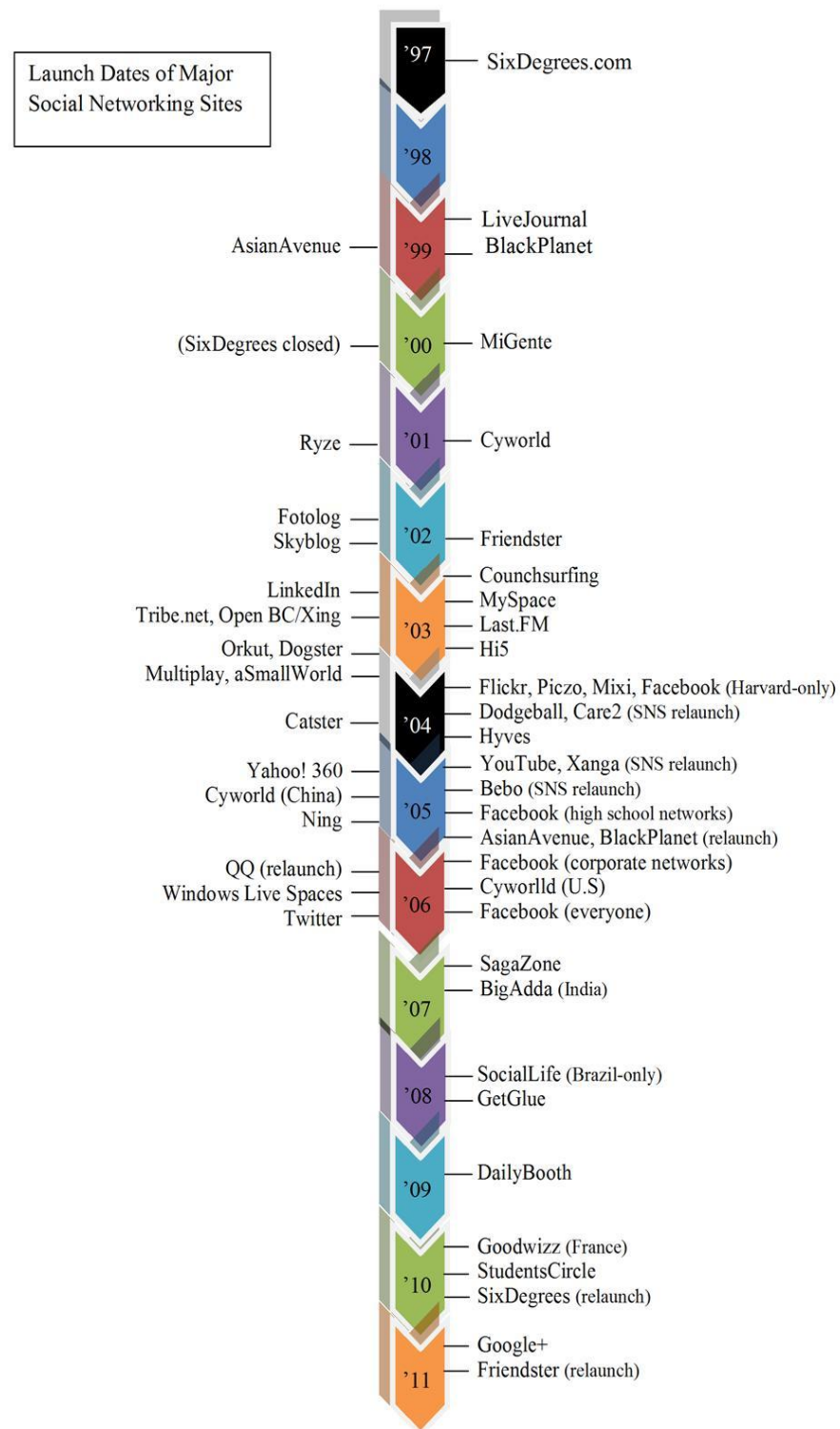


Figure 2.2: Timeline of the launch dates of many major SNSs

(Source: Boyd & Ellison, 2008)



### **2.3 Trust on Social Networking Sites**

Trust in SNs has been referred to the level of users' beliefs in SNs that these sites are safe, might not cause any trouble, and has not negatively affect their privacy (Mohamed, 2010).

Trust is defined in (Mayer, *at. al.*, 1995) as “the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the actor, irrespective of the ability to monitor or control that other party” (p. 712). For face-to-face, trust is an important determinant of sharing information and developing new relationships (Fukuyama, 1995; Lewis & Weigert, 1985).

According to Dwyer et. al. (2007), trust has discovered to be strongly connected to information exposure in electronic commerce research (Metzger, 2004). Also, trust is the central component of social exchange theory (Rolloff, 1981), which make trust is the principle element on social exchange. Therefore, exchange theory is produced an analysis of costs and advantage or benefits of social exchange. Individuals are developing a new relationship on social exchange because of their useful and positive effect. Furthermore, trust has believed to be used in the calculation of perceived cost. In addition, high trust has been lead to a perception of low cost, and vice versa. However, researches of interpersonal exchange has been confirmed that trust is a precondition for self disclosure because it has been reduced perceived risks involved in exposure private information (Metzger, 2004).

### **2.4 Privacy on Social Networking Sites**

In order to discuss privacy in the context of SNSs, it is necessary to know what privacy is. At this time, there is no single and agreed definition for privacy in the literature due their complexity and ambiguous notion (O'Driscoll, 2008; Debatin, 2011).

Mohamed (2010) is defined privacy as multifaceted concepts include independence of the person, democratic participation, identity management and social coordination. Westin's (cited in Margulis, 2011 p.9) is defined privacy as the claim of individuals, groups, or institutions to determine for themselves when, how, and what extent information about them is communicated to others. Moreover, privacy is the voluntary and temporary withdrawal of a person from the general society through physical or psychological means.

Aimeur, *et. al* (2010) is defined privacy as a “fundamental right of each individual”. Stein and Sinha's (2002) defined privacy as “the rights of individuals to enjoy autonomy, to be left alone, and to determine whether and how information about one's self is revealed to others” (cited in Utz & Kramer, 2009). For the purposes of this study, a multidimensional conceptualization is more appropriate, which is “the ability to control and limit physical, interactional, psychological and informational access to the self or one's group” (Green, 2008, p.2). This conceptualization is important as privacy in SNSs; furthermore, it is greatly related to informational access to the user, depending on what the user posts on their SNSs profile.

In today's life, teenagers have shown their personal data easily while previous generations rarely display any information about them in public. The teenager's definition of privacy is not tied to the disclosure of certain types of information, but for them privacy is assured as soon as they have control over who knows what about them. Livingstone (2006) found that teenagers have different meaning of privacy, which is not connected or related to expose information online. However, the privacy definition from teenagers' perspective is assured as soon as they have control over who knows about them (cited in Utz & Kramer, 2009).

#### **2.4.1 Privacy Issue on Social Networking Sites**

People have spent their time using SNSs. After users are creating and developing networking profiles, they provide a plenty of information to these sites. Therefore, users are expected a feedback from these sites, for example, building these profiles and provide information on it aim to find new friends or business contacts, and

increasing the ability of relationships, while the social networking provider gains access to profiles which it can use to provide personalized advertisements.

According to Tan, *et. al.*, (2012) Users' of SNSs have been faced many privacy issues that deserve serious consideration. Firstly, providing information in public or semi-public user profiles can guide to some risks, i.e., identity theft, sexual exploitation, online stalking, and harassment (Gross & Acquisti, 2005). Secondly, posting a sensitive personal data in SNSs lead users' to be monitoring in public and may create permanent records that can offer a negative for users' future (Rosenblum, 2007). Third, the news feed and ticker features that show status updates, likes, photo postings (smith, 2011), also to see secretly what other people are posting online and see what stranger originally wrote as well. These features make personal information easily accessible and visible by others, more so, they decrease privacy protection (Boyd, 2008). Despite of some evidence done by Barnes (2006) and Boyd (2008), however, the level of privacy concern and its impact on the usage pattern in SNSs are largely unknown (Cited in Tan, *et. al.*, 2012).

The privacy issue for end-users is how can the level of privacy be determined and what are the risks that personal data could be abused. Users have the ability to share personal information which may be risk outweigh the benefits. Many examples have been shown the effect of technology that has negative impact in practice. Recent cases have shown a number of privacy issue that being disclosure or perhaps exposure risk by user profiling. Facebook has been criticized for their use of profiling in providing personalized adverts, which may allow advertisers and others to display the sensitive personal information of users (Barnard & Prugel-Bennett, 2011).

The Office of Privacy Commissioner of Canada (2009) had done a comparative analysis of the most popular SNSs privacy in Canada such as Facebook, Hi5, LinkedIn, LiveJournal, MySpace, and Skyrock. The comparative aimed to investigate with regard to privacy of ten categories such as registration information, real identities, privacy control, and advertising. The study was attempt to identity where

sites have made particularly strong or weak options with regard to privacy and to identity opportunity for improved privacy protection on SNSs.

#### **2.4.2 Privacy Concern on Social Networking Site**

Cho, et. al. (2009) defined privacy concern as strongly the wish and need to keep information and data out of hands of unwanted others (cited in Mohamed, 2010).

According to survey studies of European SNSs users and their privacy attitude, Utz and Kramer has been offered an updated analysis of Barnes's (2006) privacy paradox that correspond between privacy concerns and settings (Raynes-Goldie, 2011). Privacy paradox has given significance to how users deal toward their personal information on their profiles (Utz & Karamer, 2008). A lot of changing since SNSs have been adapted. Online connection and identify personal data have been normal among individuals. Updating a lot of personal data online has taken a great deal of attention in the SNSs, therefore, more features in privacy settings have been offered to let individuals control their data.

Utz and Karmer suggest that researchers have done in privacy paradox should be taken as "snapshots" instead of static and final conclusions. Large number of studies done by Utz and Karmer which have caused enormous changing, nowadays, users are more concern about their privacy settings, thus, they often modifies their privacy settings. In addition, users and friends on SNSs have affected each other in terms of privacy, the more users' friends are concern to be private, the more users usually are as well. (Raynes-Goldie, 2011).

Other research suggests that the usage of privacy settings is not first and foremost a matter of capabilities, but of subjective decisions which are influenced by different variables such as media coverage or privacy concerns: Lewis et al. (2008) propose that the commercialization of SNS and the reports about privacy intrusions will lead to more restrictive privacy settings. Based on an analysis conducted in December 2008, Lenhart (2009) reports that 60% of adult SNS users had changed the default settings (visible for everyone) to more restrictive settings. Thus, there might indeed

be a movement towards more restrictive privacy settings. These recent studies are all based on American Internet users (cited in Raynes-Goldie, 2011).

Based on research by Gross and Acquisti (2005) conducted of more than 4000 students in Carnegie Mellon University (CMU), most of students discover it difficult to set privacy options in SNSs and also complex to their privacy based on what they preferred. Furthermore, researchers have shown how unconcerned its users appear to privacy risks, only a small number of users change the default privacy. One of the reasons is that using those capabilities take a lot of time, and hard task during the increasing users online (Mohtasebi & Borazjani, 2010).

According to Zamzami, et. al. (2010), they examine the perception of online privacy among university students with the intention of examining the relationship between the demography, level of awareness and online privacy. The result was shown that the majority of students are quite not too aware of the importance of online privacy policy, but they have not actually shown serious concerns to read and understand the privacy policies of the SNSs because it is not known or understood by the respondents (Tuunainen, et. al, 2009). However, the survey was shown that users agree that privacy online is important and they are avoiding threats in joining groups in any SN. Therefore, the majority of the respondents are aware of threats to their privacy and at times do not actually give their important information in online communication. Furthermore, some of the respondents do not care about how they treat their personal data such as uploading photos and adding friends.

Privacy remains a concern for a lot of people who use SNSs. More so, those people have been worried about the privacy policies and controls for the SNSs they use. According of U.S. social networking users conducted by the Marist Institute for public Opinion found that 50% of users are concerned about their privacy, while others are not concerned at all (Perez & IDG News, 2010).

According to Asia Pacific Privacy Authorities (2011), an online survey of more than 10,000 responded to show how people utilize SNSs and to find out whether they do care of their privacy. The survey showed that people try to limit access to their

information. Unfortunately, privacy settings were not understood by users. However, they had not they ability to manage their privacy. This suggests that SNSs are not creating easy privacy settings that permit people to understand it and let them choose who can see their information. Furthermore, they survey result showed that people have been worried and felt uncomfortable about the utilization of their information from SNSs companies whether they exploit their personal information in a way they had not expected, i.e. using information by third-parties. However, privacy policies of the SNSs often make people confused because they were too long or impossible to understand.

## **2.5 Social Networking Sites in Malaysia**

The World Wide Web consists of many different social networking web sites. These websites vary in their user and people who use them. According to Alexa traffic statistics (2012), a premier ranking website, some of the more popular SN websites in Malaysia are Facebook, Friendster, Twitter, and MySpace.

SN users create their profiles by including their pictures, information regarding their locations, genders and other significant details. Users create a list of friends by sending, accepting and rejecting requests to befriend other members. Another way to make friends is to join communities or create groups in the particular network sites. These SNSs provide offer different levels of privacy protections to users. SN theory studies individual users and the relationship between these users. Nodes are the individual users within the networks, and ties are the relationships between the users. Weak ties refer to casual relationships whereas strong ties refer to close relationships. The relationships between the nodes in SN sites enable us to understand individuals' choices in their relationships with others. In online SN, there are vaster weaker ties among the nodes.

### **2.5.1 Rise of Social networking site in Malaysia**

Social networking is the top online activity in Malaysia. SNSs have become the central activities in Malaysian digital lives (Phneah, 2011). There are about 16

million Internet users in Malaysia and IDC Research projected Malaysia Internet users might be reached 20.4 million in 2012. In March, 2009, the numbers of Facebook users in Malaysia overtake the one million mark (Hui, 2009a). A brief survey by Yothesays was presented at the recent, Malaysia Media Congress (2009), Malaysia largest youth community website with over 160,000 members, showed 95% of a total of 900 respondents have Friendster account, 90% with Friendster and 38% with Twitter.

In Malaysia, the social networking penetration rate was 84.7% in February, 2010.

Table 2.1 is illustrated the penetration rate in Asian countries.

*Table 2.1: The penetration rate in Asian countries.*

<b>Social network in Asian Countries</b>			
<b>Country</b>	<b>% Reach of Social network</b>	<b>Average Minutes Per Visitor</b>	<b>Average Visits Per Visitor</b>
Singapore	83.7	220.9	22.1
South Korea	63.5	131.4	16.0
Malaysia	84.7	226.0	22.3
Hong Kong	75.4	223.3	25.4
India	68.5	130.1	13.0
Japan	42.3	120.5	14.0

Source: (comScore, 2010)

### **2.5.2 Social Networking Site Awareness in Malaysia**

Accodring to Mohtasebi & Borazjani (2010), they tried to discover the awareness of students in one of the universities in Malaysia regarding the threats in online SNs. The authors proposed to find out how concern university students towards their privacy in SNSs. Unfortunately, some of the respondents had no idea what privacy policy is, and others never read it. Only a few respondents care about their privacy and always read it before accepting application online. However, they found that people are different in dealing while creating new connections on SNs; also, they found from their previous studies that people are more open on online SNs and more

changeable to share information about themselves than they were in the real world. Thus, respondents think that they know about threats and risks, but unluckily, they still have not used privacy settings. Hence, Authors considered it similar to that "Everyone knows smoking killed, but did not repent until they get cancer."

According to Almadhoun, et. al. (2011), a survey study was performed among 66 participants of higher education institutions in Malaysia. They study identified the effect of security, privacy, and trust in SNSs in terms of sharing information and maintain new relationships. More than 50% of the respondents believe that providing sensitive information is not secure and safe on SNSs, while a few of them do not believe this. In terms of controlling the security, 31.8% of the respondents believe that there is not enough security control of personal information, while 39.4% do not believe this. Respondents do not give much attention to privacy concern during sharing information and developing a new relationship. Moreover, they believe that SNSs is protected their information, and will not use it without their permission, thus, trust has taken a poor attention from respondents.

In a study done by Osman and Ab.Rahim (2011) in Malaysia, they were intended to understand what kind of information users disclose and share with others users. It also tried to understand the users' awareness about privacy threats and data violations. The result of that study stated that users are aware of the SNSs privacy settings, changes and intimate data violations. However, users still provide an extended and unlimited amount of personal information. Also, the findings stated that most of the users did not read the SNSs privacy policy consequently indicated a growing concern that they are not safe when using online SNSs.

A survey was conducted on 164 students in Malaysia to identify SN privacy concerns of the users and perception of trust towards SNSs. More than 60 percent of the respondents are worried about their privacy, blogs, photos, and gossip among friends. Also, they are concerned about their privacy regarding to their personal information and relationships. In case of trust, the youth are concerned about their privacy to be attacked by their friends more than institutions or governments. Some of respondent are trust on SNS. The reason behind this trust that students are believe



on SNSs and they think that they will not use their personal data in attack or harm them, wherefore, users are accepted default settings without any changing of their privacy (Shafie, et. al., 2011).

## **2.6 Facebook.com**

Facebook bills itself as a social utility that helps people communicate more efficiently with their friends, families, and coworkers. Facebook was established February 4, 2004 by Mark Zuckerberg, its current CEO. The company is owned and operated by Facebook Inc. The current headquarters are Palo Alto, CA, with international headquarters (for Europe, Africa, and the Middle East) in Dublin, Ireland.

Therefore, Facebook was originally created at Harvard University. Indeed, in the earliest launch were only users with a Harvard.edu email address to join. In March 2004, membership expanded to include other universities such as US Colleges Stanfor, Columbia, and Yale. From there, the site incorporated any university and college student in the U.S. In september 2005, Facebook expanded to include high-school student. In October 2005, international school networks were added. Finally, in September 2006, the site again changed to allow anyone over the age of 13 to join.

Meanwhile, Facebook is the second most popular site in the world according to the three-month Alexa traffic rankings, it also consider as the first most website visited in Malaysia with more than 12 million users, and has ranked number 17 of all Facebook statistics by countires (SocialBakers.com, 2012).

### **2.6.1 Facebook Features**

Facebook has a lot of aspects that make it more than a website. It is a system that controls the environment. Individuals have to share personal information, their thoughts, pictures, videos, interests, and more over on their pages.

A Facebook profile is similar to someone's page. Users usually can organise their information on their page. Normally, users create a profile with real name and profile

picture because of SNS nature. Additionally, users can share a plenty of data with others. These kinds of data include contact information, data information like gender, date of birth, hometown, education and work information, interest like movie, music, clubs, books, relationship status, parent's name, and political orientation. In fact, users have the ability to select whether to fill in any of this information fields, also they can select whether if they want to update their information at anytime. Moreover, users can share and tag photos and videos with their friends on their pages.

Furthermore, users can exchange messages, including automatic notifications when they update their profile. Also, they can join common interest user groups (organised by workplace, school, or college or other characteristics). Developing applications are also given popularity to Facebook features which allow users to personalise their profiles and perform other tasks (compare movie preferences, etc) (Tsaoussi, 2011).

### **2.6.2 Privacy Policy on Facebook**

Privacy policy has been provided by many SNSs to answer online privacy risks and threats. According to Privacy Rights Clearinghouse (2010), a plenty of information will be collected if users review their privacy policy before signing up for socialization or any other service. Privacy policy has to simplify or explain to which processing user has given authority, when users have uploaded personal information into the service (i.e. real name, photos, address, email). Therefore, the relationship between the data protection law and the privacy policy is important (Tuunainen, *et. al.*, 2009).

Facebook's privacy has clearly stated that it will not sell its users' information to advertisers without authority, and perhaps has not violated that promise. However, in the same privacy policy, users are told that application providers will be supplied with users' names and other information that the user makes public. Facebook had shutting down the violating application makers in 2010 since the developer of application (i.e Farmville, AngryBird) allow advertisers to get user's information

when they use the applications. However, this was hailed as a great first step to protect user's personal information (Tsaoussi, 2011).

In recent years, Facebook has been worked to reduce the privacy policy to appropriate their business interests, and design their privacy policy in a narrow scale that hard to be understanding for users. At best, The Facebook's privacy policy can be described in the past few years as following:

*Table 2.2: Facebook Privacy Policy Statements*

Privacy Policy	Facebook
In 2006	We understand you may not want everyone in the world to have the information you share on Facebook; that is why we give you control of your information. Our default privacy settings limit the information displayed in your profile to your school, your specified local area, and other reasonable community limitations that we tell you about.
In 2007	Profile information you submit to Facebook will be available to users of Facebook who belong to at least one of the networks you allow to access the information through your privacy settings (e.g., school, geography, friends of friends). Your name, school name, and profile picture thumbnail will be available in search results across the Facebook network unless you alter your privacy settings.

In early 2009	Information may be accessed by everyone on the Internet (including people not logged into Facebook, and may be imported and exported by us and others without privacy limitations.
In December of 2009	your name, profile photo, list of friends and pages you are a fan of, gender, geographic region, and networks you belong to are considered publicly available to everyone.
In 2010	If you are uncomfortable with the connection being publicly available, you should consider removing (or not making) the connection.

---

Source: (Opsahl, 2010; Tsaoussi, 2011)

### **2.6.2.1 How Facebook Receive and Use Information**

Facebook is received different kinds of information about users when they sign up to use the site, including personal information such as name, email address, birthday, and gender. Also, information such as profile picture, networks, username, and user ID that users provide will be treated as a public in Facebook's site (Facebook.com, 2011).

Facebook receive users' information when their friend tag them on a photo or at location, or add them to a group. Moreover, Facebook receive information about users from games, application, and websites that they use. Other information Facebook receive about users as following:

- i. Facebook receive data about users wherever they interact with Facebook such as when they look at another person's profile, send a message, search for a friend and a Page, click on ads, and purchase Facebook credits.
- ii. Facebook receive data from the computer, mobile phone, or other device users' use to access Facebook. This includes address, location, type of browser, or the pages users visit.
- iii. Facebook receive data whenever users' visit a game, application, or websites that use Facebook Platform or visit a site with a Facebook features.
- iv. Facebook get data from advertizing partners, customers, and other third parties that help Facebook deliver ads to make Facebook better.

#### **2.6.2.2 Public Information by default**

They type of information listed below are always in public available and are treated just likewise information users' decide to make public.

- **Name:** This helps users' friends and family to find their friends and relatives.
- **Profile Pictures:** This helps users' friends and family recognise their friends and relatives.
- **Network:** This helps user's see who of their friends will be sharing information with.
- **User name and User ID:** These allow users' to give out a custom link to their profile or Page, receive email at their Facebook email address, and help make Facebook Platform possible that will be done by developers or users.

#### **2.6.2.3 Deleting and Deactivating Account on Facebook**

Users on Facebook have the ability to choose whether to delete his/her account or to deactivate it until period of time.

##### **2.6.2.3.1 Deactivate**

Deactivating users' account puts their profile hold on. Other users will not be able to see users' that deactivated either account. Facebook will not delete or remove any of

users' information. Facebook will keep users' that deactivated their account until they active again in the future.

#### **2.6.2.3.2 Deleting**

When users' delete their account, it is deleted from Facebook. It typically takes about month to delete an account, but some information may remain in backup copies and logs for up to 90 days.

### **2.7 Friendster.com**

Friendster was online community network found in 2002 by Jonathan Abrams, a 32 years old software engineer and self-described social butterfly (Piskorski & Knoop 2007). Legend has it that the pair started the site as a way to meet women after Jonathan's failed romance, although the official line is that it was founded to create a safer, more effective environment for meeting new people by browsing user profiles and connecting to friends, allowing members to expand their network more quickly than in real life, face-to-face scenarios (Hughes, 2011). Friendster was invited its users to present themselves through profiles that list their demographics, interests, pictures, as well as to post public testimonials about others, and surf people on the network. The market of Friendster changed to dating website. While most dating sites focused on introducing people to strangers with similar interests, Friendster was designed to help friends-of-friends meet, based on the assumption that friend-of-friends would make better romantic partners than would strangers . Friendster was aimed and expected that its users presented their true identifies in their profiles (Boyd & Ellison, 2008).

Users were tied up of seeing more friends, which were not more than four degrees away (friend-of friend-of-friend-of-friend), wherefore, some of users were added weird information and interesting via the most famous features that was "most popular" to expand their reach (Boyd & Ellison, 2008). At the end, most popular feature was terminated because of the fake profiles that provided under it that had done by some users. These constructing fake person or otherwise known as

“Faksters” were represented iconic fictional characters: celebrities, concepts, and other such as entities.

Friendster had an ill-equipped servers and databases, and the site faltered regularly, frustrating users who replaced email with Friendster. Because natural growth had been critical to create a rational community, the critic of new users who learned about the site from media coverage upset the cultural balance. However, it was difficult to deal with during its rapid growth, and with the competitive SN such as Facebook, Twitter, and Myspace. Moreover, the site was closed down due the low user figures on May 31, 2011 (Hughes, 2011). However, The new Friendster was launched on June 28, 2011 by Malaysia's MOL Global, with more than 115 million registered members (Molglobal.net, 2012a), with a focus on delivering more Asia-centric gaming contents. At the same time, it aims to enable games publishers and developers to tap into the vibrant Asian gaming markets. As part of the relaunch, Friendster has disclosed a new logo and moved its business operations from the U.S. to Asia (operates mainly from three Asian countries namely in the Philippines, Malaysia and Singapore) (Hui, 2011b).

### **2.7.1 Friendster Features**

Friendster is one of the best sites that allows people to built a Friendster profile, receive bound for setting up your Friendster walled, access many brewers based games, connect with other Friendster players, create avatars, discover new worlds, enjoy games and meet new people. Friendster prides itself in delivering an easy-to-use, friendly and interactive environment where users can easily connect with others (molglobal.net, 2012b).

Friendster has been recognised as a fun virtual gaming community proposed for teenagers and adults. The website hosts a number of fun web-based games such as puzzle, Shooting, Strategy, adventure games and others (AppAppeal, 2011). Friendster will be focused on entertainment and fun where users will be able to play games and listen to music online without download any software on their PC or

Laptop. Therefore, it has controlled the global social graph using Facebook's "Connect" features (Burgos, 2011).

Friendster has created tools to easily export users' profiles, photo, and blogs where these can be kept. For instance, photos can be exported to Flickr or Multiplay, and blogs to Wordpress and Blogger (Corpuz, 2011).

## **2.7.2 Privacy Policy on Friendster**

### **2.7.2.1 How Friendster Receive and Use Information**

Friendster member creates their profile, which contains the personal information that the member chooses to include. Such as (Friendster.com, 2011):

- i. First and last names of the member (depending on the options selected by the member),
- ii. Gender, age, birthday, and other similar personal information,
- iii. Location (e.g., city and state), and
- iv. Photos, videos or other shared content uploaded by the member to his or her profile, to the extent that it includes personal information.

### **2.7.2.2 Other Information Submitted by Members to Friendster**

Friendster collects member submitted account information such as name and email address to identify members, send notifications related to the user of Friendster service, which is done for Friendster internal use only. Members may disclose other personal information while communicating on other areas of the Friendster website, e.g., while participating in discussions on Friendster Groups, Forums, Chats and/or posting information on Friendster pages. This information might be viewed by other Members or visitors to the Friendster website who are not members.

Friendster collects some information from members, as well as from other visitors to the Friendster website, such as browser type and IP address. Therefore, this



information is collected from all members and visitors to the website, and they may use it for each member.

#### **2.7.2.3 Display of Members' Information**

Friendster might disclose members' information such as full name and email address in the following conditions:

- i. When the member invites a friend via email to become a Friendster member,
- ii. When we send notifications to the Member relating to his or her use of the Friendster service or Friendster website, and
- iii. If the member chooses, when they send regular notifications, weekly updates, or other news regarding the Friendster service or the Friendster website.

Friendster does not sell, rent, share, trade or give away any of your personal information unless required by law or for the protection of your Membership. However, Friendster may share profile information and total usage information in a non-personally identifiable manner with advertisers and other third parties in order to present to members and other users of the Friendster website more advertising, products and services. As set forth above, Friendster may (i) use users' email address to conduct market research for Friendster's internal use only; (ii) use your email address to market Friendster to you (e.g., new features and applications, announcements, opportunities of interest). Furthermore, Friendster may contract with a third party to perform such research and marketing.

#### **2.7.2.4 Security**

Friendster account of every member is password-protected. Friendster takes every safeguard to protect members' information, as well as information collected from other users of the Friendster website. They use industry standard measures to protect all information that is stored on their servers and within their database. They limit the access to this information to those employees who need access to perform their job function such as their customer service personnel.

#### **2.7.2.5 Third Party Advertising**

The ads shows on Friendster Web site are delivered to members by Friendster Web advertising partners. Web advertising partners may use cookies, which allow the ad network to identify members' computer each time they send an online advertisement. In this way, ad networks may collect information about where you, or others who are using your computer, saw their advertisements and determine which ads are clicked on. This information allows an ad network to deliver targeted advertisements that they believe will be of most interest to members. Friendster does not have access to or control of the cookies that may be placed on the computer of any member or other user of the Friendster website by the third-party ad servers or ad networks.

#### **2.7.2.6 Members Located Outside of Malaysia**

Friendster have made an effort to protect the personal information of all Members and other users of the Friendster website, and to the extent applicable, they attempt to comply with local data protection and consumer rights laws. Thus, Friendster is stored all users information whether they are in Malaysia or outside.

### **2.8 Summary**

This chapter covers a review of relevant literature on SNSs. The first part of this chapter provides the concept of SNSs. The second part focuses on privacy, privacy concern, and related work. It also briefly examines SNSs awareness in Malaysia. Finally, based on the objectives of this study, privacy policy and features of Facebook and Friendster is discussed. In the next chapter, the research methodology pertaining to this study will be discussed.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter outlines the quantitative methods employed in this study to analyse the privacy policy and features of two popular SNSs Facebook and Friendster. Next, an investigation will be elaborated to find out user preferences and needs on privacy features and setting on SNSs. Finally, a guideline will be produced of a good SNS from users design perspective by emphasizing on user privacy. The description includes the comparative study, source of data, design of the questionnaire, and data collection procedure. The chapter also explains the reliability tests and statistical techniques employed in analyzing each research question.

#### **3.2 Study Design**

This is a quantitative research project. The main objective of the project is to analyse the privacy policy and features of two SNSs Facebook and Friendster. Next, an online survey-based method, where respondents complete a questionnaire without involvement or presence of the researcher was used (Dane, 1990) to investigate user preferences and needs on privacy features and setting on SNSs. Finally, a guideline will be produced of a good SNS from users design perspective by emphasizing on user privacy. The respondents in this study will be students from University Utara Malaysia (UUM) located in the northern region of Malaysia.

#### **3.3 Comparative Analysis**

Two SNSs, Facebook and Friendster were used for the comparison analysis in relation to privacy issues. Facebook and Friendster are selected because they have both similarities and differences. Also, both sites are very popular in Malaysia with millions of users (Hui, 2009a). Facebook initially built the site for use by college students and Friendster is also popular among college students.

This study reviews the literature in order to evaluate the features and privacy settings for each SNSs Facebook and Friendster. Figure 3.1 is shown the framework for research methodology.

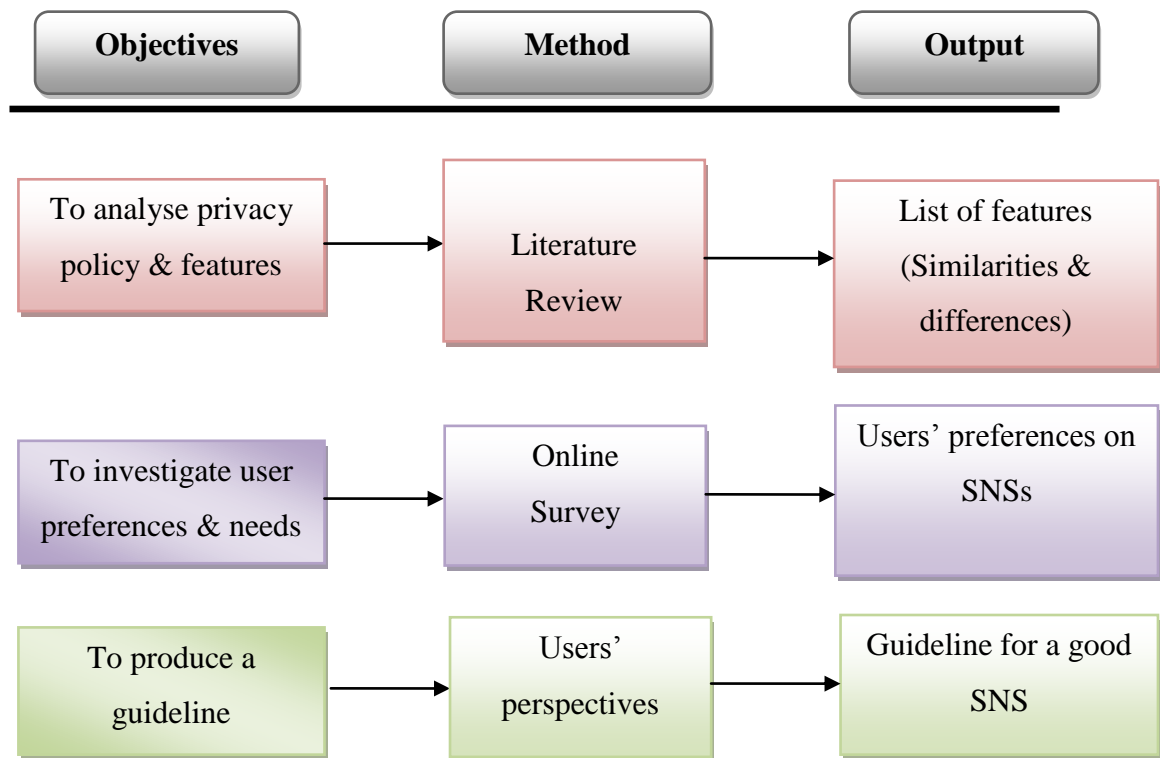


Figure 3.1: The Research Design Methodology Framework

Source: Developed for the study

### 3.4 Online Survey

Surveys have been mainly used to collect quantitative information on the perceptions and opinions of a sample of people which effectively stand for the population of interest. They are appropriate to measure people perceptions, opinions, knowledge, attitudes, behavioural intentions, and behaviour using primarily closed-ended questions, and to conduct a needs assessment (The Health Communication Unit, 1999).

The survey consists of set of questions that are related to each other in way that help to achieve project's objectives. As reported by Roztocki and Lahri (2003), the

traditional format of questionnaire always has disadvantages such as a number of potential participants are limited, a questionnaire distribution is slow and many more.

According to Singh, et. al., (2009), online questionnaire is becoming a great replacement to traditional paper and mail-based questionnaires to collect data for questionnaire research. Online questionnaires are used to compensate for serious inherited disadvantage of traditional format, where the Web provides opportunity to compensate for the deficiency of slow distribution, return time and other disadvantages of traditional format (Pargas, et. al., 2003).

In this study, an online survey technique was used to collect the data. The survey was implemented over one week from May 30 until June 5, 2012. In all, individuals with SNSs experiences were asked to participant this survey. For each question, participants have to select the response which best described their degree of agreement.

### **3.5 Source of Data**

Primary and secondary data was used for this study. Books, Researches, Journals, Conferences, Reports, Newspaper, and Magazines were used to collect the secondary data, where an online questionnaire was used for primary data source.

#### **3.5.1 Population of Study**

The first step in the sampling process is defining the appropriate population for the study (Le Roux, 2003). The population is a group of potential respondents to whom the results of a study can be generalised (Salkind, 2006). Sekaran (2003, p. 265) defines population as “the entire group of people, events or things of interest that the researcher wishes to investigate”.

The population of this study will be students from one Malaysian public university. These students have to have an experience in using SNSs, features, and services of SNSs such as comment, tagged, upload pictures, meet a new people, discussing

topics with people who have similar interests and so on. This public university is located in Kedah, the northern states of Peninsular Malaysia. The student population of this university is mainly from three racial groups: Malays, Chinese and Indians, reflecting the dominant ethnic groups that comprise Malaysian society.

Due to the UUM e-mail that is a service used to send and receive messages quickly and securely through electronic or computer channel. Each student has an e-mail named by his/her ID number. Students may send an e-mail to their classmates by adding their e-mail one by one. However, students have the ability to contact all students' university via one e-mail which is [studnet@student.uum.edu.my](mailto:studnet@student.uum.edu.my) provided by UUM to make contact easier among them. This has made random sampling possible.

In this study, the survey has distributed for the students via sending the link survey to [studnet@student.uum.edu.my](mailto:studnet@student.uum.edu.my). The survey has limited for 100 students to participate the survey and complete it.

### **3.5.2 Sample Size**

The total population for this study are students at UUM. Roscore (1975) suggests that:

- i. Sample size bigger than 30 and less than 500 is appropriate for most research
- ii. In multivariate research (including multiple regression), the sample size should be several times (preferably 10 times or more) as large as the number of variables in the study.

A simple random size approach has used in this study. The least complicated sampling design is a simple random sample where everyone in the population has equal opportunities to be surveyed (The Health Communication Unit, 1999). As a result, 100 students has selected randomly in this study.

### **3.6 Design of the Survey**

This survey has been developed using one of the free websites for surveys online. The following section shows the instrument for designing the questionnaire.

#### **3.6.1 Instrumentation design**

A survey, when designed well, provides accurate and useable data (Cavana et al. 2001). The survey is the most widely used tool in gathering research information from a large group of people (Brown & Dowling 1998). Adaption of a web-based survey has been used to design the questionnaire; the web-based will be [www.kwiksurveys.com](http://www.kwiksurveys.com) for designing and post the survey online. In addition, the questionnaires were developed carefully in order to ensure its validity, reliability, and freedom from bias.

A questionnaire in the survey form was seven pages. Basically the questionnaire is divided into the following seven sections:

- Section A – SNSs Characteristics
- Section B – Identify Information Disclosure
- Section C – Privacy and Data Security Concern on SNSs
- Section D – Privacy Settings on SNS
- Section E – Privacy Policy on SNSs
- Section F – Sharing Information with Third-parties on SNSs
- Section G – Demographic Characteristics

The design of the questionnaire adopted from (The Health Communication Unit, 1999). That is, the questionnaire sections should flow logically, begin with an introduction and end with a closing. The first page of the questionnaire is described general information about the objectives of the study as well as the respondents''

rights to confidentiality. In addition, to minimise response set bias and effect (Koh, 1996), some questions were edited to ensure respondents were consistent in their thinking and that has been given more attention during responding the questions. Therefore, the table below is described the actual sources of questions designed in the questionnaire for this study.

*Table 3.1: Summary of the Survey*

Section	Items	Sources
Section A: Social Networking Sites Characteristics	Question 1-19	Adapted from (Govani & Pashley, 2005; Fogel & Nehmadb, 2008; Adopted from (Asia Pacific Privacy Authorities, 2011))
Section B: Identify Information Disclosure	Question 20-29	Adapted from (Stutzman, 2006)
Section C: Privacy and Data Security Concern	Question 30-35	Adapted from (Tuunainen, et. al, 2009; Dwyer et. al., 2007; Asia Pacific Privacy Authorities, 2011)
Section D: Privacy Settings	Question 36-38	Adopted from (Tuunainen, et. al, 2009; Asia Pacific Privacy Authorities, 2011)



Section E: Privacy Policy	Question 39-40	Adopted from (Tuunainen, et. al, 2009)
Section F: Sharing Information with Third-parties	Question 41-43	Adopted from (Tuunainen, et. al, 2009)
Section G: Demographic Characteristics	Question 44-46	Adapted from (Fogel & Nehmadb, 2008)

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Questionnaire can be open-end or closed-end; however this study employed a closed questionnaire approach. A closed-end is a type of question that allows only for specific responses (Yes or No, checking box, and rating of 1 to 5, etc.). The respondent circles the response on the questionnaire (The Health Communication Unit 1990). Multiple response questions and single response are elaborated in this study. Multiple responses are allowed the respondent to choose more than one choice, where a single response is only allowed to choose one answer (i.e. Yes or No). The questionnaire for this study used the Likert 5-point scale (with 1= strongly disagree, 2= disagree, 3= moderate, 4=agree, 5= strongly agree) for each closed question. This scale was expected to increase the reliability of the responses; also, the intensity of respondents' feelings on the subject studied could be verified (Wiseman 1999).

Descriptive analysis (frequencies, percentages, mean) was employed to analyse the data using the Statistical Package for Social Science (SPSS) version 18.

### **3.7 Pilot Test**

Most of the questions used in the study were adapted from previous studies such as Asia Pacific Privacy Authorities (2011), Dwyer et. al. (2007), Stutzman (2006), and

Tuunainen, et. al. (2009). A pilot test was undertaken to determine the validity and reliability of the measures used. Validity has been used by carrying out a strong analysis and providing support towards the efficiency and richness of the questionnaire. Reliability has been enhanced by revising data repeatedly to ensure consistency and accuracy. However, ten samples questionnaire were distributed to the postgraduate (Master and PhD) students who are studying at UUM in order to check the reliability of the questions (see Appendix B). Generally, the respondents were able to complete the questionnaire with some assistance. However, the items pilot test showed that there was a few change or revision needed and therefore some of the questionnaire could not be used for the main survey. The time taken to complete the questionnaire was under fifteen minutes. SPSS were used to check the items reliability of the questionnaire.

To conclude, the results of the pilot test indicated that:

- i. almost questions were clearly stated and understood;
- ii. the questionnaire could be administered within fifteen minutes;
- iii. a few questions were added and removed based on the responders perspective; and
- iv. almost the instructions and formats in the questionnaire were clear.

The group section A is average. However, according to Kerlinger & Lee (2000), where a Cronbach's alpha coefficient at .5 or higher is considered acceptable. Moreover, an Alpha of .5 or above is considered as an indication of good internal consistency (Bowling, 1997), whereas an Alpha of .7 or above is considered as satisfactory (Howitt & Cramer 2003). Nevertheless, according to Jenkinson et. al. (1993) an alpha result of over .5 is acceptable. Therefore, based on the above literature, the result of group Section A is consistence and measurable and the questions has used for this study.

The group Section B, all items have satisfactory alpha coefficients of more than 0.7 scales with a Cronbach's alpha of above 0.70 are regarded as reasonably reliable

while scales with a Cronbach's alpha of above 0.80 are regarded as definitely reliable (Hair et al. 1998).

Three items has dropped from Section C since the number of scale was less than 0.5. However, questions are accepted since the Cronbach's alpha is 0.640. Further, Section D, E, and G are accepted as well. Generally, reliability coefficients below 0.5 are seen as unreliable, measure between 0.5 and 0.7 are modest, and levels of the Crobbach's alpha above 0.7 indicate acceptable level (Boermans & Kattenberg, 2011). Therefore, almost the sections in the questionnaire are reliable and acceptable except Section F that has been removed since Cronbach's alpha has negative value. Table 3.2 is given the final scales and their reliability values.

According to the initial results, some questions were removed due to a negative average covariance among items. There are seven group items in the questionnaire and below are results of Cronbach's Alpha for each group. The scales were constructed, excluding the items indicated below:

#### Section C: Privacy and Data Security Concern

- I worry about my privacy and data security while using social networking sites.
- I worry about people online not being who they say they are on social networking sites.
- I feel that identity theft could be real privacy risk on social networking sites.

#### Section F: Visibility of profile information

- Do you know who can see your profile and the information on it?
- Do you know how to use the privacy settings on your social networking sites?

Table 3.2: Reliability Analysis

Variables	Number of Items	Items Dropped	Cronbach's Alpha Based on Standardized Items
Section A	32	-	.667
Section B	55	-	.881
Section C	6	3	.640
Section D	3	-	.605
Section E	2	-	.525
Section F	2	2	-.368
Section G	3	-	.550

### 3.8 Method of Data collection

A survey was designed and distributed to the respondents. One hundred responds from UUM students had the ability to participate the survey online randomly. This has given guidance and support for constructing the recommendations for a good SNS.

The use of questionnaire survey has given this study an edge because of the following advantages; it is fairly easy to analyze feedback, most respondents are familiar with the format of the survey, it is also easy to administer to a large pool of respondents with little effort, respondents can complete it quickly and more importantly, respondents have sufficient time to think over the answers.

The analysis of the data was used SPSS. However, descriptive statistics were adopted to examine the frequency. More so, the data to be collected are quantitative in nature, because the analysis of this quantitative data entails a process of summarizing and distilling data in order to arrive at a substantive conclusion about

the way variables are related to each other (Punch, 2003). Furthermore, according to Punch (2003) stated that analysis is carry out in three successive stages; the first stage is data must be cleaned, codified and summarized for easy and simplicity, then followed by descriptive analysis of the demographic features of respondents and test using Cronbach alpha to determine the reliability of data. Finally, frequency analysis was used to measure each questions in the survey.

### **3.9 Data Analysis**

After all the scurvies were collected, they were coded for data entry into SPSS. Prior to entering the data, all the questionnaires returned by the respondents were strictly checked and filtered. This was to ensure that the respondents met the project criteria. There was also a check for missing responses or incomplete questionnaires. To do this, a research assistant was hired. The data were then entered into the SPSS for Windows 7 version 18. The data analysed were subjected to descriptive analysis.

#### **3.9.1 Descriptive analysis**

Descriptive analysis (such as frequencies, means and standard deviations) was computed to analyse the respondents' sections. Information on these variables was used to describe the characteristics of the respondents. The frequency and percentages of the profiles of the respondents are presented in Chapter 5.

### **3.10 Summary**

This chapter focused on the research methodology, including the study design, comparative study, online survey questionnaire, instrumentation design, data collection procedures and the methods of analysis. The data in this study are analysed using SPSS version 18.0. The respondents' demographic and family backgrounds are analysed and presented in percentage and frequency distribution tables. Descriptive analysis such as sequence is employed to analyse each sections in the survey. The next chapter presents the findings of the comparative study.

## CHAPTER FOUR

### COMPARATIVE ANALYSIS

#### 4.1 Introduction

This section presents the comparative study and major findings of the study in response to the main objective as stated chapter 1. The findings were obtained using the methods elaborated in the chapter 3. The first section presents the findings for the main features that provided by both sites under study. Next, differences and similarities of both sites were elaborated in order to compare the privacy settings of both sites.

#### 4.2 Popular Features on Two Social Networking Sites

The two common SNSs, Facebook, and Friendster were profiled for identity information disclosure, i.e. personal information on profile. Table 4.1 is presented common features of both Facebook and Friendster. Also, the table below contains what identity information must exposure to be a member of these SNSs. All disclosure elements are optional, except those marked by an asterisk.

*Table 4.1: Common Features on two social networking sites*

Common Features Available on two Social Networking Sites		
Category	Facebook	Friendster
<b><u>Identity Information Disclosure</u></b>		
- Real Name	Yes*	Yes
- Email Address	Yes*	Yes*
- Birthday	Yes*	Yes
- Password	Yes*	Yes*
- Gender	Yes*	Yes

- Profile picture	Yes	Yes*
- Network	Yes	Yes
- Username	Yes	Yes
- Avatar	No	Yes
- Hometown/current city	Yes	No
- Relationship status	Yes	No
- Sexual Orientation (“interested in“)	Yes	No
- Instant Messenger Screen Name	Yes	Yes
- Work and Education	Yes	No
- About me /Biography	Yes	Yes
- Signature	No	Yes
<b><u>Networking Features</u></b>		
Profile	Yes	Yes
Search	Yes	Yes
NewFeed	Yes	Yes
Ticker	Yes	No
Chat	Yes	Yes
Video Calling	Yes	No
Messages	Yes	Yes
Groups	Yes	Yes
Pages	Yes	Yes
Events	Yes	Yes
Links	Yes	No
Photos	Yes	Yes
Videos	Yes	No
Tagging	Yes	No
Location services	Yes	Yes
Notes	Yes	No
Question	Yes	Yes

Lists	Yes	Yes
Like	Yes	No
Subscribe	Yes	No
Avatar	No	Yes
Library of games	No	Yes
Earn rewards points	No	Yes
Blogs	No	Yes
Comments	Yes	Yes
Wallet	No	Yes
Coins	No	Yes
Forums	Yes	Yes
<b><u>Advertising</u></b>		
Social Ads	Yes	Yes
Third-party application	Yes	Yes
<b><u>Data Retention</u></b>		
-Collect Personal Information (include name, gender, birthday, etc..., messages sent and receive, searches, group information and joining, event)	Yes	Yes
- Web site information includes(IP address, cookies)	Yes	Yes
<b><u>Collection of Non-User Personal Information</u></b>		
-Invite friends	Yes	Yes



<b><u>Account Deletion</u></b>		
Deactivation	Yes	Yes
Deletion	Yes	No

### 4.3 Discussion/Analysis

In the beginning, user usually must to login to be as a member on SNS. In the case of Facebook, to sign up for a brand new account, users have to enter their full name, birthday, gender, email address into the form on [www.Facebook.com](http://www.Facebook.com), and pick a password for their account. Therefore, an email has to be sent to the valid email address user provided. Next, users have to click on the confirmation link to complete the sign up process. Then a few steps has to be done like to enter the protection check term verification on the display screen and click sign up once more. Friendster is quite different when users are signing up. First, users have to enter their valid email address user “Play Free Online Game on Friendster” into the form on [www.Friendster.com](http://www.Friendster.com). Second, users have to click join Friendster now. Then an email has included a secure password has been sent to user’s email provided. Hence, users can login by their email provided and user the secure password that has been given, which can be changed from “Account Setting Page”. Next, user has to produce an avatar name that has to be appeared during online gaming for others. This kind of features avatar is unique, means that user must to select a name that not be taken from other users. After that, user may select picture for their profile by choosing from the list given by default from Friendster.com, otherwise, user have to browse picture that he/she needs. Finally, user must choose their gender where male or female, and provide their location, and then click “create Avatar” to be as a member and enjoy gaming online, and developing a new relationship.

For users of SNSs, few things are more important in terms of features and protection that provide by these sites. In many SNSs, users have to provide some personal information to be as a member to user the site. In this study, Facebook and Friendster are selected to examining the difference between the one types of SNS, particularly as regards the protecting user privacy.

Facebook and Friendster are comparable in some respects. Like Facebook and Friendster aim to communicate and develop new relationships and sharing information, in order meet new friends. Both sites of SNSs are also a quite similar in the personal information they request from user while joining to be as a member. Facebook and Friendster are similar in that they both have settings to allow user control his/her privacy of their personal information such as real name, email, and gender, which some of these information might be public to all users by default or do not have any protection at all. Also, some networking features like status updates, photos, and information using the inline audience selector, which Facebook has four selector, Public, Friends, OnlyMe, and Custom (i.e., Friends of Friends or specific audience), while Friendster has three options only Public, Friends, and NoOne.

#### **4.3.1 Categories under Comparative Study**

Findings of three categories on both SNSs were elaborated to find out the similarities and differences in terms of privacy settings that have been provided by the sites. Table 4.2 is illustrated the comparative study between Facebook and Friendster.

##### **4.3.1.1 Identity Information Disclosure**

*Real Name:* Facebook differs from Friendster with regards to real name. Users of Facebook must provide their real name when they sign-up, while in Friendster is not compulsory to propose real name. In Facebook, real name has shown to everyone by default to other users. On the other hand, Friendster has hidden real name from others by default and no one able to view it at all.

*Email Address:* Whereas Facebook has not hidden users' email address by default, and only providing some protection that users can manage it from his/her privacy after being public by default to everyone, Friendster has hidden email address by default among their members, and has not given the option for users to make it public for all users.

*Birthday:* Facebook has not hidden birthday by default; it is public to all users, but they provides in their privacy settings the option for users to manage who able to view birthday. On the other hand, Friendster is totally different by hidden birthday by default from all users whether public or friends.

*Password:* Facebook resembles Friendster in that they both have given protection for users to protect their password by not providing it online at all.

*Gender:* Facebook has not hidden users' gender by default, and it is public to everyone's profile on Facebook. However, Friendster has hidden gender by default and not produced it to anyone. Facebook is the same as Friendster by providing an option to control and manage whether to hide gender or not.

*Profile Picture:* Facebook is similar to Friendster with regards not to allow users to manage their profile picture whether to customise it or even to let specific people or lists of friends to view it.

*Location:* While Facebook has given protection to control who view state or city among users in their profiles. However, Friendster has not protected location in their member's profile, and everyone have the ability to see users' place.

*Relationship status and sexual orientation:* Facebook is contrasted with Friendster in giving features to allow users to present their relationship status and sexual orientation "interested in". Moreover, Facebook has not hidden it by default among users or friends; they just have given the option for users to control these two functions by customised it from some friends or even hide it at all.

*Instant Messenger “Screen Name” & Work and Education:* Both Facebook and Friendster users’ may choose to share their screen name such as MSN Messenger, and also can share their work and level of education. Whereas Facebook has shared both functions when provided by users to everyone public by default, also given an option to organise it by customise it to avoid strangers not to see them. However, Friendster has not hidden them by default, but they have given the option to be seen by only friends.

*Signature:* Friendster is completely different to provide such a feature called signature, which allow users to design a unique signature that usually show to user’s friends in the Forums. On the other hand, Facebook does not provide it. In terms of protection, Friendster has not hidden signature by default, however user have to be as a friend to see it.

*Avatar and Username:* Facebook is the same as Friendster in producing a unique name which consider as users’ identity. However, Facebook has provided for their users to give a username, while Friendster has provided as Avatar. Therefore, both sites have provided username and avatar public to everyone, and have not applied any protection to hide it among offline or online users.

*Interests:* Both Facebook and Friendster users may choose to share their interests and hobbies such as favorite movies, music, books, and or kind of sport that preferred by users. Whereas Facebook is shared interests functions when provided by users to everyone include friends, friends of friends by default, it also gives an option to control it by customise it to avoid strangers not to see them. However, Friendster is also not hidden it by default, when user is shared his/her interests in their profiles immediately it is given the option to be seen by only friends.

#### **4.3.1.2 Networking Features**

*News Feed:* News Feed is the center column of Facebook home page. It shows updating list of stories from people and pages that user follow on Facebook. In

addition, news feed is shown posts, photos, tags, friend requests, and other activity. Users' friend may or may not see the things shared in their news feeds depending on the privacy setting for each post that user may be shared. However, to control whether or not specific friends have the option to view users' stories, users can change the settings for each piece of content users post.

*Ticker:* Ticker is a new feature on Facebook that shows user the things their friends already update on their profiles. It keeps up with the latest news as it happens; listen to music with friends, and friends can joining other conversation by clicking on the story that appears. Unfortunately, Ticker has poor privacy settings. For example, if a friend comments their friends' photos, others have the ability to view what comment is.

*LeaderBoard:* A new Friendster feature that can allow gamers to see their level on games among other players whether friends or all players on Friendster. LeaderBoard cannot be controlled in terms of privacy settings. All players on Friendster have the ability to see other players score as well as their profiles.

*Messaging:* By default, anyone on Facebook and Friendster can send a message to user. Facebook allow their user to control who can send message by change it from the privacy settings. However, Facebook does not provide a full protection on sending messaging for others; it allows whether the user is a friend or friend of friend if user is not on the list.

*Chatting:* By default, all users' friends on Facebook and Friendster can be seen on chat by their friends. Facebook members have the ability to control who can see them on chat from privacy setting provided or by not appearing online at all if users does not want to appear to any friends, while Friendster does not give any protection to control chatting whether to go offline or to control who can chat with them.

*Search:* By default, Facebook and Friendster allow everyone to find people with search and friend finder using contact information users have such as email, name, username, mobile phone for Facebook finder, and avatar name for Friendster finder. Facebook is the same as Friendster when people do search for some friend on sites, then by typing name needed a list has to come out to finder to see whether know his/her friends from the picture or other information. Facebook users' can modify who can look them up using their email address or others from their privacy settings to select from the option provided. On the other hand, Friendster has not produced any option to control it.

*Friend Request:* Facebook is similar to Friendster with regard to Friend request feature that by default public to all users. Also, users can import their contacts from other sites (like Hotmail, Gmail, Yahoo, etc.). However, Facebook users may edit this setting to be shown just for friends of friends by changing its privacy, on the other hand, Friendster has no control this feature over privacy.

*Subscribe:* Subscribe allow people on both Facebook and Friendster being updated with people they interested in, even if they are not friends in such Facebook. Users can keep up with journalists, celebrities, political figures, games and other people or subject they are interested in as well. In Facebook user can get their public updates in their news feed by going to their profile and clicking on the Subscribe button, once they subscribe, user can see their public posts in its news feed.

#### **4.3.1.3 Security**

*Block User:* Facebook is provided a feature to block people to prevent them from viewing his/her profile. Users who make block to someone, he/she does not have the option or a privacy to avoid someone's block. Similarly with Friendster, when user wants to avoid someone from user or from his/her friends, simply, they can add him/her to ignore list, and they have to be ignored. Both sites do not provide any protection that not let user cancel block. Hence, whenever a friend wants to block or ignore a friend or someone else, they have the ability to block whenever they want.

*Report Spam:* Facebook is almost the same as Friendster with regards to report spam, abuse, and violation. Facebook is make it more easier by visiting the profile that want to report, by clicking on the report icon user have to select to report. An email has to be send after pressing continue, while Friendster's users have to send a report to the email to Friendster helper.

*Safety Tips:* Both types of SNS are provided a list of safety tips to keep users aware and concern about some issues related to security and privacy.

#### **4.3.1.4 Advertising**

##### **4.3.1.4.1 Social Ads**

Facebook and Friendster allow ad network to identify users' computer each time they send an online advertisement. Also, both sites are allowed for ad networks to collect some personal information such as location, type of browser, and types of ad visited. Also, both sites use cookies to track users' interests and needs while using the site.

##### **4.3.1.4.2 Third-party application**

Games and all sorts of applications that created by third users or companies, provided as add-ons. When an application is used by users, third party has the right to collect the personal data for the user.

##### **4.3.1.5 Data Retention**

Facebook is similar to Friendster with regard to collecting data from users. Both sites receive different kinds of information such as name, email address, birthday, and gender. Also, Facebook and Friendster is same in terms of collecting user ID, photos, location, and other information users make public. Moreover, both types of site receive information about users from games, application, and websites that they use. The differs in collecting such kind information (i.e. email address) is that Facebook

may allow third party to take users' email when used an application developed by developers, Whereas Friendster does not sell emails to third party at all.

#### **4.3.1.6 Collection of Non-User Personal Information**

Facebook and Friendster are similar in that they both collect some information from visitors or when users invite their friends via the features "invite friends" in both sites, such as browser type and IP address.

#### **4.3.1.7 Account Deletion**

##### **4.3.1.7.1 Deactivate**

Deactivating users' account puts their profile hold on. Other users will not be able to see users' that deactivated either account. Facebook and Friendster provide this feature for users. Both sites will not delete or remove any of information of users' on their profile. Users have the ability to use the sites in the future when they want to active it again by signing up to the site.

##### **4.3.1.7.2 Deleting**

Facebook allow for their users to delete their account from the site, according to Facebook privacy policy, it typically takes about month to delete an account, but some information may remain in backup copies and logs for up to 90 days. On the other hand, Friendster does not allow for their user to delete their account from the site.



Table 4.2: Illustrating the comparative study between Facebook and Friendster in terms of privacy settings

Social Networking Sites	Facebook						Friendster				
Categories	Hidden By default	Setting				No Protecti on	Hidden By default	Settings			No Protecti on
		Public	Friends	Only Me	Custom			Public	Friends	No one	
<b><u>Common Identity Elements</u></b>											
Real Name	×	√	√	×	×	√	√	×	×	√	×
Email Address	×	√	√	√	√	×	√	×	×	√	×
Birthday	×	√	√	√	√	×	√	×	×	√	×
Password	√	×	×	√	√	×	√	×	×	√	×
Gender	×	√	√	√	×	×	√	×	√	√	×

Profile Picture	×	√	√	×	×	√	×	√	√	×	√
Location	×	√	√	√	√	×	×	√	√	×	√
Relationship status	×	√	√	√	√	×	-	-	-	-	-
Sexual Orientation “interested in”	×	√	√	√	√	×	-	-	-	-	-
Instant messenger Screen name	×	√	√	√	√	×	×	×	√	×	√
Work & Education	×	√	√	√	√	×	×	×	√	×	√
About Me/Biography	×	√	√	√	√	×	×	×	√	×	√
Signature	-	-	-	-	-	-	×	×	√	×	√
Avatar	-	-	-	-	-	-	×	×	√	×	√
Username	×	√	√	×	×	√	-	-	-	-	-
Interests	×	√	√	√	√	×	×	×	√	×	√
<b><u>Networking Features</u></b>											
NewsFeed/Updates	×	√	√	√	√	×	×	×	√	×	√

Ticker	×	√	√	×	×	√	-	-	-	-	-
LeaderBoard	-	-	-	-	-	-	×	√	√	×	√
Messaging	×	√	√	×	√	√	×	×	×	×	×
Chat	×	×	√	×	√	×	×	×	√	×	√
Search	×	√	√	×	√	√	×	√	√	×	√
Friend Request	×	√	√	×	√	√	×	√	√	×	√
Subscribe	√	√	√	×	×	×	√	×	√	√	√
<b><u>Security</u></b>											
Block Users	×	√	√	×	×	×	×	√	√	×	×
Report Spam	×	√	√	×	×	×	×	√	√	×	×
Safety Tips	×	√	√	×	×	×	×	√	√	×	×

#### **4.4 Summary**

The chapter begins with comparative of common features for two SNSs, compared with identity information disclosed between Facebook and Friendster. Moreover, some of the privacy policy has been compared between the two sites. Therefore, it is precise to articulate that Facebook has privacy policy and plenty of features as a SNS, while Friendster tends to offer unique privacy policy and features. This may lead to better discipline on Friendster with the finding that users may register to have high level of privacy. Furthermore, there are significant differences and similarities between Facebook and Friendster privacy policy and Features, and that Friendster may offer advantages. The benefits of Friendster as a SN community and online gaming must be consistent with the privacy settings and each privacy policy statements .The next chapter presents the findings of the analyses.

## **CHAPTER FIVE**

### **ANALYSIS AND FINDINGS**

#### **5.1 Introduction**

This chapter presents the analysis and major findings of the project in response to the project objectives as stated in Chapter 1. The results were obtained using the methods elaborated in Chapter 3. The first section presents the response rate and the description of the respondents' characteristics. The second section contains the results derived from descriptive analysis. The data were analysed using the Statistical Packages for Social Sciences (SPSS) version 18.0 for Windows 7.0. Also, Microsoft Excel 2007 was used to draw charts.

#### **5.2 Response rate**

In this study, 100 surveys were limited online to the selected populations in University Utara Malaysia. A total of 100 were returned online, and after the screening for incomplete questionnaires and those that did not meet the selection criteria, 76 were considered usable.

#### **5.3 Statistical Analysis**

Descriptive analysis was used to describe the new scales focusing on the central tendency and the dispersion characteristics (Saunders et al. 2007). The results contain the number of the respondent, the minimum and maximum answer, the mean and the standard deviation (SD) of the respondents (see Appendix C).

In this study, different scales were used such as multi response, single response (i.e. yes or no), and a five-point Likert scale. Forty-six questions were asked to complete the survey online. Descriptive statistics of the items were illustrated for each question in the survey to investigate the user preferences and needs on privacy features and settings on SNSs (for a complete list of survey questions, see Appendix A).

### 5.3.1 Section A: Social Networking Sites Characteristics

This section shows the descriptive statistics regarding the SNSs. Nineteen questions were asked regarding the SNSs. Different scale have been used in this section. A part of the questions have separated in the descriptive analysis and the rest has measured together.

#### 5.3.1.1 General Information

All samples that selected for the analysis from the survey have created their own profile online on SNS. A total of 76 respondents were answer that question, the percentage was 100%. The average of the sample was 1.00 and SD had no value as shown in Table 5.1.

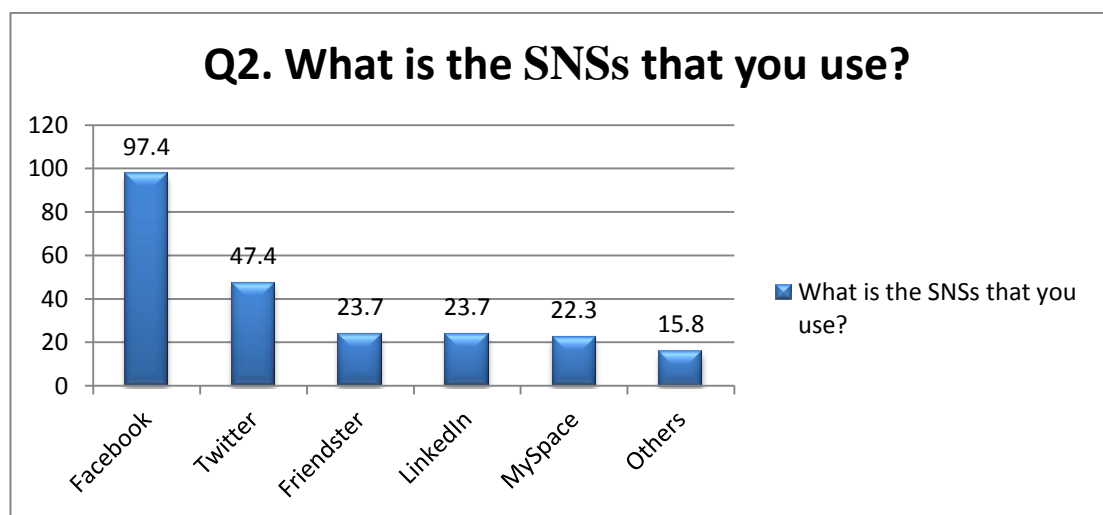
*Table 5.1: Respondent Social Networking Sites Characteristics*

Variable	Frequency	Percent	Minimum	Maximum	Mean	SD
Q.1 Have you ever created your own profile online that others can see, such as on a social networking site like Facebook or Friendster?	76	100.0	1	1	1.00	.000

The second question was asked to find out the most SNSs using by respondents. Facebook had greater representation with 42.3% (N=74), while Twitter had the second representation with 20.6% (N=36). Friendster and LinkedIn had equal response with 10.3% (N=18) followed by MySpace with 9.7% (N=17). Other SNSs were responded by 12 respondents with 6.9% such as Foursquare, Hi5, Badoo, Blogger, Tagged, Netlong, and Google+. Figure 5.1 and Table 5.2 is illustrated the SNS that mostly use, and also shown the average and SD for each variable.

Table 5.2: Types of SNSs used by the users

Variable	Frequency	Percent	Minimum	Maximum	Mean	SD
Q.2 What is the social networking site(s) that you use?						
Facebook	74	42.3	0	1	.97	.161
Friendster	18	10.3	0	1	.24	.428
Twitter	36	20.6	0	1	.47	.503
LinkedIn	18	10.3	0	1	.24	.428
MySpace	17	9.7	0	1	.22	.419
Others	12	6.9	0	1	.16	.367
Total	175	100.0				



5.1: Representation of SNSs mostly use

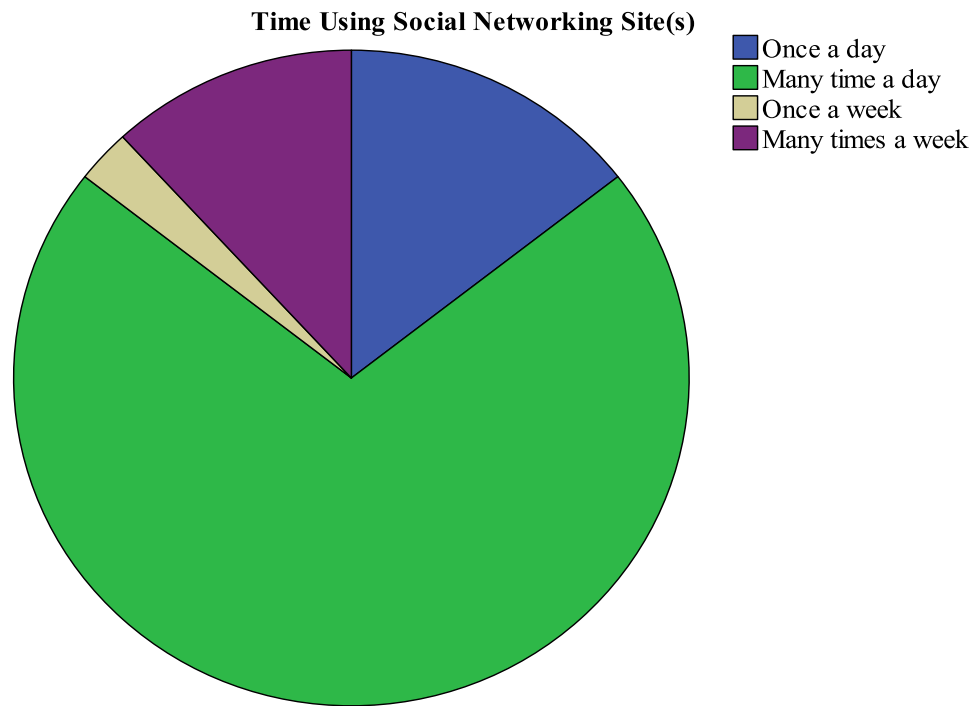
With regards of time using SNSs, Table 5.3 shows that 57 out of 76 respondents who used SNSs many times per day with 71.1%. Eleven respondents were used SNS once a day with 14.5%. Nine of respondents were used SNS many times per week and only 2 of them once a week with 2.6%. This can be illustrated in a chart shown in Figure 5.2.

*Table 5.3: SNS Frequency of Usage*

Variable	Frequency	Percent	Minimum	Maximum	Mean	SD
Q.3 How often do you use social networking site(s)?					2.12	.799
Once a day	11	14.5	1	4		
Many times a day	54	71.1	1	4		
Once a week	2	2.6	1	4		
Many times a week	9	11.8	1	4		
Total	76	100				



Figure 5.2 is illustrated the time using of respondents on SNSs.



*Figure 5.2: Representation of the Respondent Time Using Social Networking Sites*

With regards of access respondents' profile on SNSs, the majority of respondents were allowed only people they know well to view their profile in average 1.96. Everyone response were selected from 18 respondents with 23.7%. 14.5% (N=11) share different information with different groups. Only 2.6% (N=2) did not know who can access their profiles. Table 5.4 is shown the descriptive analysis of the question including the mean and SD.

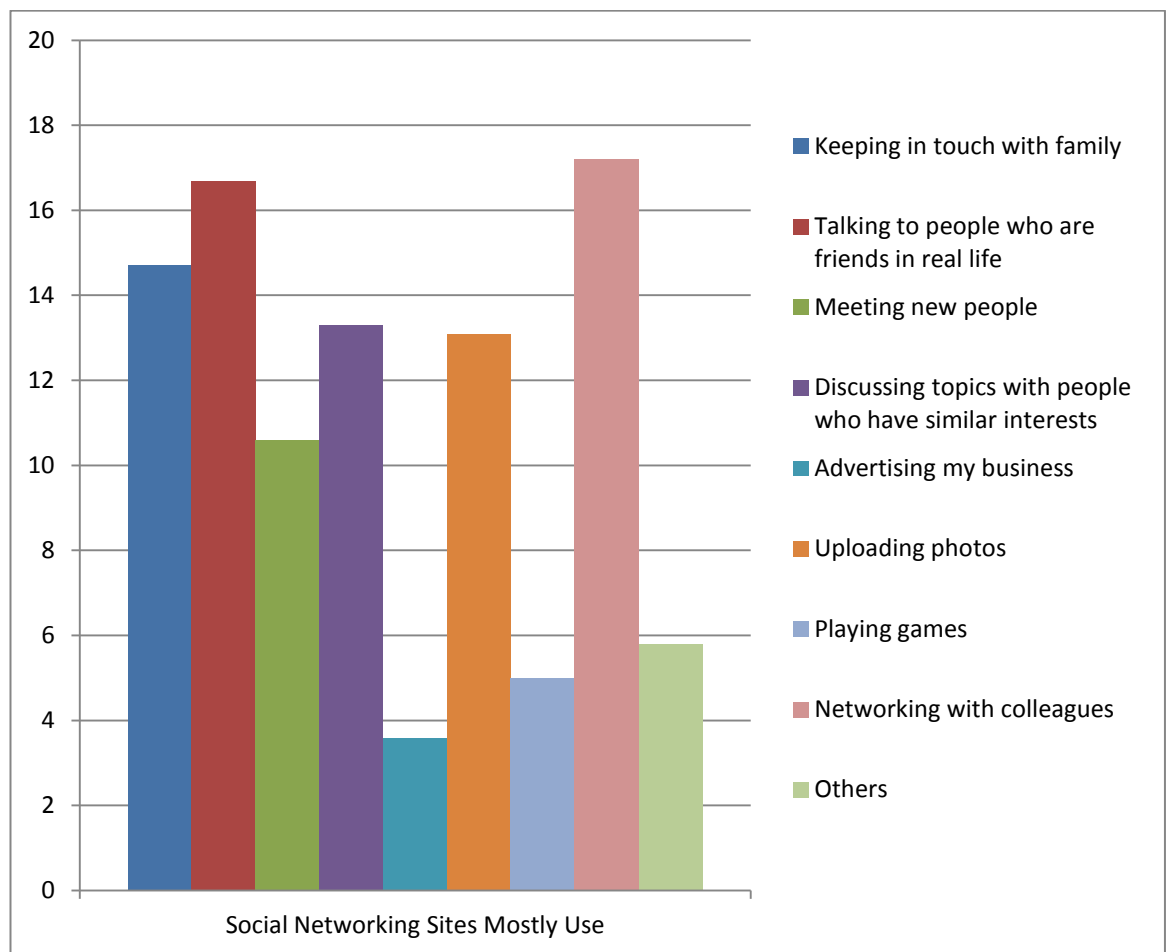
Table 5.4: Types of People allowed to Access User's SNS

Variable	Frequency	Percent	Min	Max	Mean	SD
Q4. Who has the ability to access your information on your social networking page?			1	4	1.96	.701
Everyone	18	23.7				
Only people I know well	45	59.2				
I choose different information with different groups	11	14.5				
I do not know who access the information	2	2.6				
Total	76	100				

The majority of respondents were mostly using SNSs to networking with colleagues, 17.2% (N=62) and followed by talking to people who are friends in real life which 16.7% (N=60). Fifty three (53) from the sample were using SNSs to keep in touch with family. Moreover, discussing topics with people who have similar interests were selected from 48 respondents (13.3%), where 13.1% (N=47) were using SNS to upload their pictures. Further, Thirty-eight of respondents were using SNSs to meet a new people. Twenty of them were used to do other things. Five percent (N=18) were mostly used SNSs to play games, and just 3.6% to advertise their business (N=13). Table 5.5 and Figure 5.2 are illustrated the result of this multi response question.

Table 5.5: Purpose of Using SNSs

Variable	Frequency	Percent	Min	Max	Mean	SD
Q5. What do you mostly use on social networking sites?						
Keeping in touch with family	53	14.7	0	1	.70	.462
Talking to people who are friends in real life	60	16.7	0	1	.79	.410
Meeting new people	38	10.6	0	1	.50	.503
Discussing topics with people who have similar interests	48	13.3	0	1	.63	.486
Advertising my business	13	3.6	0	1	.17	.379
Uploading photos	47	13.1	0	1	.62	.489
Playing games	18	5.0	0	1	.24	.428
Networking with colleagues	62	17.2	0	1	.83	.390
Others	21	5.8	0	1	.28	.450



*Figure 5.3: Social Networking Sites Mostly Use*

In a question was asked to the respondents about stopping using SNSs if the site has used their personal information in inappropriate way. Exactly, 46.1% (N=35) of the majority might consider it, while 43.4% (N=33) were answered yes that they would stop using the site. Only 10.5% (N=8) was not concerned whether the site has used their information or not. Table 5.6 is explained the descriptive analysis of the question.

Table 5.6: Action Taken by Respondents on the misused of Information on SNSs

Variable	Frequency	Percent	Min	Max	Mean	SD
Q6. Would you stop using a social networking site if the site used your personal information in a way that you were not expecting?			1	3	2.03	.952
Yes	33	43.4				
No	8	10.5				
I might consider it	35	46.1				
Total	76	100				

### 5.3.1.2 Personal Information on Profile

This part shows the personal information that respondents included in their profiles on SNSs. The respondents were asked questions towards the personal information that they include on their profile such as real name, gender, birthday, and so on.

The averages of 73 responses that include their gender were .96, whereas 96.1% of them had included it in their profiles. Also, work and education information had high average .88 (N=67) that include them with 88.2%. Both real name and location had same average .86 (85.5%; N=65). Birthday was similar to picture in terms of description, both types of identity information had average .83 where (82.9%; N=63). Just 55 of the responses in average .72 was included their email on their profiles with 72.4%. Interests were included from 47 responses in average .62 (61.8; N=47). For instant messenger screen name, the average for 45 responses that included it was .59 with (59.2%; N=45). The average for who included sexual orientation “interested in” for 42 respondents was .55. (55.3%; N=42). Personality “about me” and username are similar in that they both had same mean .45 where

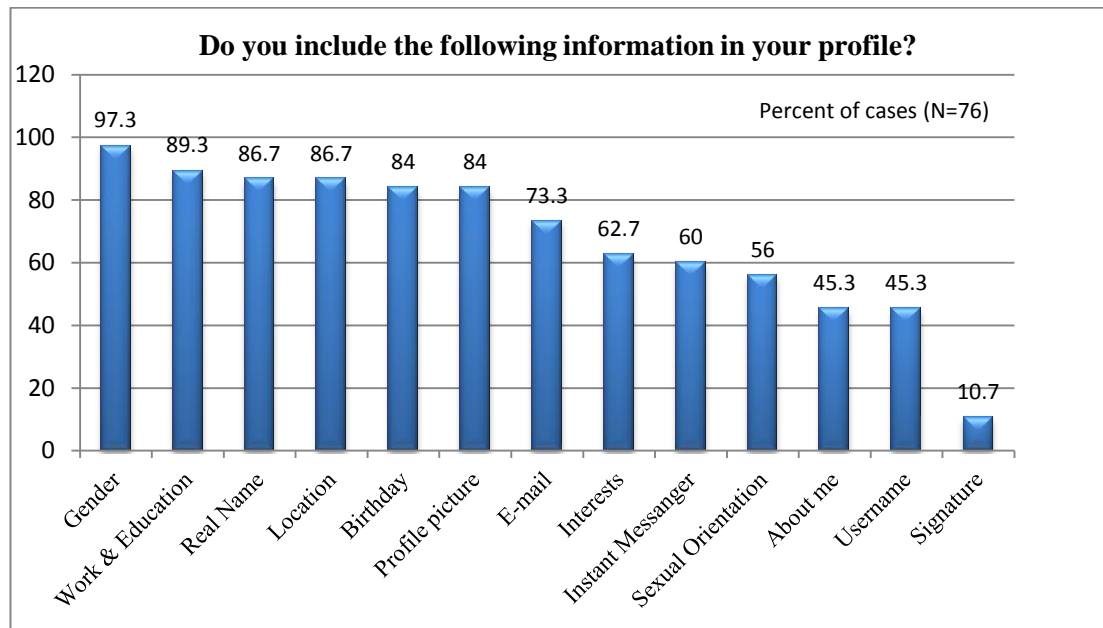
(44.7%; N=34). Table 5.7 and Figure 5.4 is illustrated the personal information on profile.

*Table 5.7: Personal Information on Profile*

Variable	Frequency (n=76)	Percent	Min	Max	Mean	SD
Q7. Do you include the following information in your profile?						
Real name			0	1	.86	.354
Yes	65	85.5				
No	11	14.5				
E-mail			0	1	.72	.450
Yes	55	72.4				
No	21	27.6				
Birthday			0	1	.83	.379
Yes	63	82.9				
No	13	17.1				
Gender			0	1	.96	.196
Yes	73	96.1				
No	3	3.9				
Picture			0	1	.83	.379
Yes	63	82.9				
No	13	17.1				
Location			0	1	.86	.354
Yes	65	85.5				
No	11	14.5				

Sexual Orientation			0	1	.55	.501
Yes	42	55.3				
No	34	44.7				
Instant Messenger			0	1	.59	.495
Yes	45	59.2				
No	31	40.8				
Work & Education			0	1	.88	.325
Yes	67	88.2				
No	9	11.8				
Personality			0	1	.45	.501
Yes	34	44.7				
No	42	55.3				
Signature			0	1	.11	.309
Yes	8	10.5				
No	68	89.5				
Username			0	1	.45	.501
Yes	34	44.7				
No	42	55.3				
Interests			0	1	.62	.489
Yes	47	61.8				
No	29	38.2				

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5.4: Representation of the Respondent Including Information on Profile

### 5.3.2 Section B: Identity Information Disclosure and Networking Features

This section shows the descriptive statistics regarding the identity information disclosure and networking features that mostly used on SNSs. Ten questions were asked. Different scale has been used in this section. Firstly, multi response scale and secondly single response scale. Descriptive analysis was used for summarizing frequency and calculates measures of central tendency such as the mean, SD, and others.

#### 5.3.2.1 Identity Information Disclosure

This part consists of 4 questions related to the sharing information whether with family, friends, friends of friends, and public or strangers.



### 5.3.2.1.1 Sharing Information with Family

There are 13 variables in this question (Table 5.8), and the respondents had the option to choose more than one answer. In multi responses analyses, when variables are categorized into sets, it organised the answers into positive responses or negative responses (Osman & Ab.Rahim, 2011), this study is focus on the positive responses of the 13 variables.

From the below table, majority of the respondents agreed to share gender with family on SNSs profile with 96.0% (N=72), 94.7% (N=71) for Birthday, 93.3% (N=70) for Real name, 90.7% (N=68) for real name, 89.3% (N=67) for profile picture, while location 88.0% (N=66) and 86.7% (N=65) for email address, 72.0% (N=54) for interest, 65.3% (N=49) only for personality, while signature is the lowest percentage of 24.0% (N=18).

*Table 5.8: Identity Information Disclosure with Family*

Variable	Frequency	Percent of cases	Min	Max	Mean	SD
Q20. I am OK to share the following information with FAMILY on my SNSs profile						
Gender	72	96.0	0	1	.95	.225
Birthday	71	94.7	0	1	.93	.250
Real name	70	93.3	0	1	.92	.271
Work & Education	68	90.7	0	1	.89	.309
Profile Picture	67	89.3	0	1	.88	.325
Location	66	88.0	0	1	.87	.340
E-mail address	65	86.7	0	1	.86	.354

Interests	54	72.0	0	1	.71	.457
Personality	49	65.3	0	1	.64	.482
Sexual Orientation	38	50.7	0	1	.50	.503
Username	36	48.0	0	1	.47	.503
Instant Messenger	33	44.0	0	1	.43	.499
Signature	18	24.0	0	1	.24	.428

While the data from Table 5.9 below reveal that 93.3% (N=70) of the respondents of SNSs user agreed to share gender with friends, 89.3% (N=67) agreed to share birthday, 86.7% (N=65) agreed to share work and education, 84.0% (N=63) agreed for sharing real name, 82.7% (N=62) for profile picture, 78.7% (N=59) agreed for both location/email address and 66.7% (N=50) agreed for interest, but only 16.0% (N=12) agreed to share signature.

*Table 5.9: Identity Information Disclosure with Friends*

<b>Variable</b>	<b>Frequency</b>	<b>Percent of cases</b>	<b>Min</b>	<b>Max</b>	<b>Mean</b>	<b>SD</b>
Q21. I am OK to share the following information with FRIENDS on my SNSs profile						
Gender	70	93.3	0	1	.92	.271
Birthday	67	89.3	0	1	.88	.325
Work & Education	65	86.7	0	1	.86	.354
Real name	63	84.0	0	1	.83	.379

Profile Picture	62	82.7	0	1	.82	.390
Location	59	78.7	0	1	.78	.419
E-mail address	59	78.7	0	1	.78	.419
Interests	50	66.7	0	1	.66	.478
Personality	36	48.0	0	1	.47	.503
Sexual Orientation	36	48.0	0	1	.47	.503
Username	34	45.3	0	1	.45	.501
Instant Messenger	28	37.3	0	1	.37	.486
Signature	12	16.0	0	1	.16	.367

Table 5.10 below indicates that gender is highest identity to be share to friends of friend by the social network site users with percentage of 86.5% (N=64), while 74.3% (N=55) is for real name agreed to be share and 67.65 (N=50) for birthday, 60.8% (N=45) work and education, 56.8% (N=42) are both for email address and location, but signature has the lowest percentage in which the respondents agreed to be share with friends of friend with 14.9% (N=11).

*Table 5.10: Identity Information Disclosure with Friends of Friends*

Variable	Frequency	Percent of cases	Min	Max	Mean	SD
Q22. I am OK to share the following information with FRIENDS Of FRIENDS on my SNSs profile						
Gender	64	86.5	0	1	.84	.367

Real Name	55	74.3	0	1	.72	.450
Birthday	50	67.6	0	1	.66	.478
Profile Picture	48	64.9	0	1	.63	.486
Work & Education	45	60.8	0	1	.59	.495
E-mail Address	42	56.8	0	1	.55	.501
Location	42	56.8	0	1	.55	.501
Interests	36	48.6	0	1	.47	.503
Username	30	40.5	0	1	.39	.492
Sexual Orientation	24	32.4	0	1	.32	.468
Personality	21	28.4	0	1	.28	.450
Instant Messenger	16	21.6	0	1	.21	.410
Signature	11	14.9	0	1	.14	.354

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Table 5.11, majority of the respondents agreed to share gender with stranger/public by 71.0% (N=49), while 66.7% (N=46) is the percentage for real name which agreed to be share with the stranger/public, 53.6% (N=37) for work and education and 50.7% (N=35) is profile picture which is also accepted to be share with strangers/public by the respondents. While the remaining identity has the lowest percentage, this indicated that those identities cannot be share with strangers/public.

Table 5.11: Identity Information Disclosure with Stranger/Public

Variable	Frequency	Percent of cases	Min	Max	Mean	SD
Q23. I am OK to share the following information with PUBLIC/STRANGERS on my SNSs profile						
Gender	49	71.0	0	1	.64	.482
Real Name	46	66.7	0	1	.61	.492
Work & Education	37	53.6	0	1	.41	.503
Profile Picture	35	50.7	0	1	.46	.502
Birthday	32	46.4	0	1	.42	.497
E-mail Address	31	44.9	0	1	.41	.495
Location	29	42.0	0	1	.38	.489
Username	27	39.1	0	1	.36	.309
Interests	22	31.9	0	1	.29	.457
Personality	17	24.6	0	1	.22	.419
Sexual Orientation	15	21.7	0	1	.20	.401
Instant Messenger	13	18.8	0	1	.17	.379
Signature	8	11.6	0	1	.11	.309

### 5.3.2.1.2 Networking Features

This part consists of 6 single scale questions. The respondents were asked to select only one answer towards few of the networking features available in their profiles.

The majority of respondents mostly disclose their updates and comments with only “Friends”, 64.5% where (N=49). Thirteen out of 76 respondents of the sample in this study was agreed to share their updates with “List of Friends”. Only 13.2% (N=10) was likely to share their NewFeed with “Public or Strangers”. Just 5.3% was acceptable sharing their updates with “Friend of Friend”. However, no one was satisfied to disclosure their updates with themselves “Only ME”. Table 5.12 is shown the frequency analysis, mean, and SD for this question.

*Table 5.12: Respondents toward Sharing NewsFeed/Updates on SNSs*

Variable	Frequency	Percent	Min	Max	Mean	SD
Q24. I am Ok to disclose NewsFeed/Updates on my social networking site(s) profile with			1	5	2.43	1.247
Public	10	13.2				
Friends	49	64.5				
Friends f Friends	4	5.3				
Only Me	0	0				
Customise (List of Friends)	13	17.1				
Total	76	100.0				

The majority of respondents prefer to chat online with only friends with 53.9% where N=41. Fifteen of the respondents had a preference to chat online with public. Moreover, 15.8% where N=12 rather to chat online by customise list of friends. Seven choose chatting with friends of friends. Only one of the respondents had not preferred to chat online with anyone at all. Table 5.13 is illustrated the frequency for this question.

*Table 5.13: Respondents toward Chatting Online on SNSs*

Variable	Frequency	Percent	Min	Max	Mean	SD
Q25. I am Ok to be on chat online on my social networking site(s) profile with			1	5	2.39	1.276
Public	15	19.7				
Friends	41	53.9				
Friends f Friends	7	9.2				
Only Me	1	1.3				
Customise (List of Friends)	12	15.8				
Total	76	100.0				

The half of respondents had preferred to search their profiles with friends. Twenty-eight of the respondents had a preference to search their profile online with public. Moreover, 6.6% where N=5 rather to search their profile by customise list of friends. Three of the respondents choose searching their profile with friends of friends. Only two of the respondents had not preferred to find their profile with anyone at all. Table 5.14 is illustrated the frequency for this question.

Table 5.14: Respondents toward Searching their Profile on SNSs

Variable	Frequency	Percent	Min	Max	Mean	SD
Q26. I am Ok to be on search my profile on my social networking site(s) profile from						
			1	5	1.92	1.055
Public	28	36.8				
Friends	38	50.0				
Friends f Friends	3	3.9				
Only Me	2	2.6				
Customise (List of Friends)	5	6.6				
Total	76	100.0				

Public and Friends responses had quite equal percentage towards receiving messages on SNS profile. Friends had 34 responses (44.7%), while public had 33 (43.4%). Further, Friends of Friends had just 10.5% where N=8. Moreover, only one of the respondents preferred to customise their setting by selecting list of friends to receive message from. No one from the respondents had to receive messages from no one at all. Table 5.15 is illustrated the frequency for this question.



Table 5.15: Respondents toward Receiving Message on SNSs

Variable	Frequency	Percent	Min	Max	Mean	SD
Q27. I am Ok to receive messages on my social networking site(s) profile from			1	5	1.71	.769
Public	33	43.3				
Friends	34	44.7				
Friends f Friends	8	10.5				
Only Me	0	0				
Customise (List of Friends)	1	1.3				
Total	76	100.0				

The majority of the respondents were likely to be subscribed from friends, 43.4% where N=33. Almost 20% with frequency 16 were accepted to be subscribed from public or strangers on their profile. Eleven of the respondents had not liked to be subscribed from anyone at all. More so, 11.8% within frequency 9 were rather to be subscribed from friend of friend. Only 7 out of 76 were preferred to custom their settings by choosing some of their list friend. Table 5.16 is illustrated the frequency for this question.

Table 5.16: Respondents toward subscribing their Profile on SNSs

Variable	Frequency	Percent	Min	Max	Mean	SD
Q28. I am Ok to subscribe my profile on my social networking site(s) profile from						
			1	5	2.47	1.238
Public	16	21.1				
Friends	33	43.4				
Friends f Friends	9	11.8				
Only Me	11	14.0				
Customise (List of Friends)	7	9.2				
Total	76	100.0				

The majority of the respondents towards “Add Friend” feature had acceptance to be added from public or stranger since 38.2% with 29 respondents that rather that. Also, 36.8% were likely to be added from just friends. Moreover, 15.8% had preference to be added from friends of friends. Only 5 of the respondents were rather to add their profile with selecting some for their friends. Just 2 of the respondents had not preferred to add their profile with anyone at all. Table 5.17 is illustrated the frequency for this question.

Table 5.17: Respondents toward Add profile on SNSs

Variable	Frequency	Percent	Min	Max	Mean	SD
Q29. I am Ok to add “Add Friend” my profile on social networking site(s) with			1	5	2.03	1.119
Public	29	38.2				
Friends	28	36.8				
Friends f Friends	12	15.8				
Only Me	2	2.6				
Customise (List of Friends)	5	6.6				
Total	76	100.0				

### 5.3.3 Section C: Privacy and Data Security Concern

This section consists of six questions. All the variables in this section used a five-point Likert scale. So the scales have a range of at most one to five. A frequency analysis was used to measure the respondents concern towards privacy on SNSs.

Results show that the respondents do not have notable attitude towards privacy that protect their personal information as well as towards trust on SNSs. While writing messages on friends’ wall on SNSs profile had high percentage from respondent’s perspective, posting information same as photos on SNSs do not accepted from all respondents since the majority of the respondents do not have notable towards it. However, the respondents seem to not be comfortable used their personal information on their profiles by others (i.e. third-party). Therefore, they do not

comfortable by tracking the sites for their use to deliver target advertising from their interests. Table 5.18 and Figure 5.5 are illustrated the frequency and percentage results.

*Table 5.18: Respondents toward Privacy and Data Security Concern on SNSs*

Variable	Frequency	Percent	Mean	SD
Q30. I feel that the privacy of my personal information is protected on SNS			3.16	1.059
Strongly Disagree	5	6.6		
Disagree	14	18.4		
Moderate	29	38.2		
Agree	20	26.3		
Strong Agree	8	10.5		
Total	76	100.0		
Q31. I trust that social networking sites will not use my personal information for any other purpose			2.93	1.037
Strongly Disagree	7	9.2		
Disagree	19	25.0		
Moderate	25	32.9		
Agree	22	28.9		
Strong Agree	3	3.9		
Total	76	100.0		

Q32. I feel comfortable writing message on my friends' wall on my SNS 3.55 .839

Strongly Disagree	3	3.9
Disagree	3	3.9
Moderate	24	31.6
Agree	41	53.9
Strong Agree	5	6.6
Total	76	100.0

Q33. I feel comfortable when someone has posted information about me or photo of me on social networking sites 2.99 1.000

Strongly Disagree	8	10.5
Disagree	12	15.8
Moderate	31	40.8
Agree	23	30.3
Strong Agree	2	2.6
Total	76	100.0

Q34. I feel comfortable when third-parties used my profile information on social networking sites 2.11 1.090

Strongly Disagree	27	35.5
Disagree	26	34.2
Moderate	13	17.1

Agree	8	10.5
Strong Agree	2	2.6
Total	76	100.0

Q35. I feel comfortable when social networking sites track my use of the site and deliver target advertising to me based on my interests 2.30 1.155

Strongly Disagree	23	30.3
Disagree	24	31.6
Moderate	14	18.4
Agree	13	17.1
Strong Agree	2	2.6
Total	76	100.0

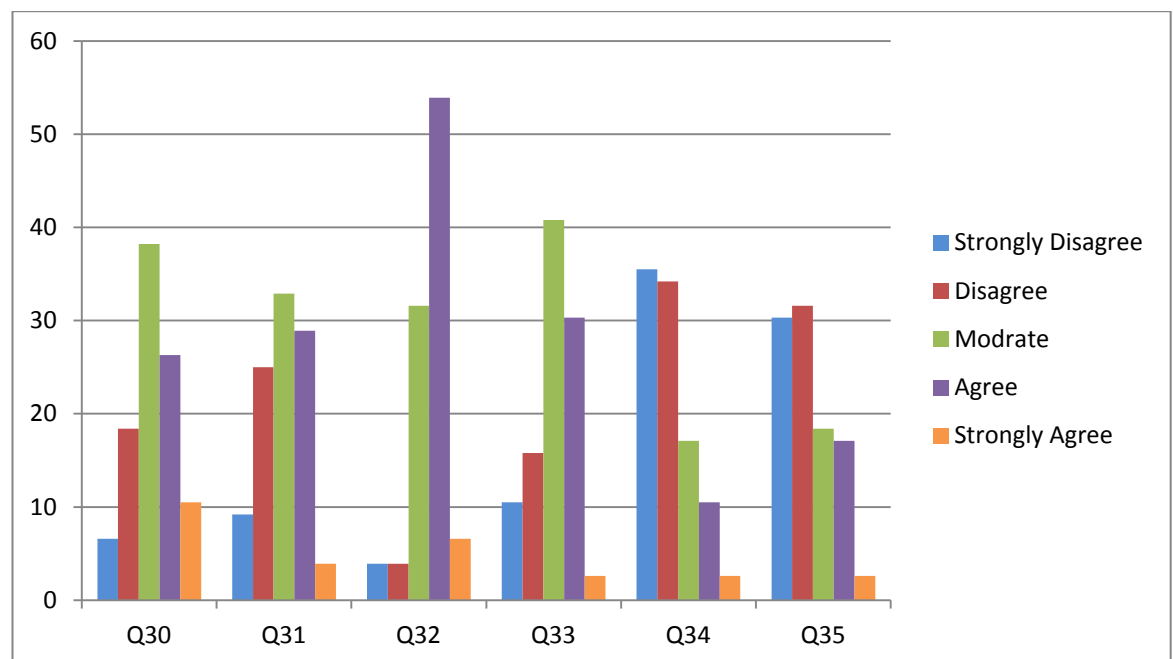


Figure 5.5: Respondents toward Privacy and Data Security Concern on SNSs

### 5.3.4 Section D: Privacy Settings

This part consists of three questions related to the privacy settings on SNSs profile.

The respondents were asked to indicate a single answer (Yes or No).

Almost all of the respondents (97.4%) were aware that the privacy settings can be modified, and the majority (94.9%) know how to change it. Also, the majority had done changing the privacy settings as well. Table 5.19 is illustrated the result.

*Table 5.19: Respondents toward Privacy Settings on SNSs*

Variable	Frequency	Percent	Mean	SD
Q36. Do you know that you can change your privacy settings on your social networking sites?			.97	.161
Yes	74	97.4		
No	2	2.6		
Total	76	100.0		
Q37. Do you know how to change privacy settings on your social networking sites?			.97	.161
Yes	74	97.4		
No	2	2.6		
Total	76	100.0		
Q38. Have you ever changed the privacy settings on your social networking sites?			.93	.250
Yes	71	93.4		
No	5	6.6		
Total	76	100.0		

### 5.3.5 Section E: Privacy Policy

This part consists of two questions related to the privacy policy on SNSs profile. The respondents were asked to indicate a single answer (Yes or No).

The majority of the respondents (67.1%) were read the privacy policy, and over half of them were read the terms of use on their SNSs as well. Table 5.20 is illustrated the result.

*Table 5.20: Respondents toward Privacy Policy on SNSs*

Variable	Frequency	Percent	Mean	SD
Q39. Have you read the privacy policy of your social networking sites?			.67	.473
Yes	51	67.1		
No	25	32.9		
Total	76	100.0		
Q40. Have you read the terms of use of your social networking sites?			.53	.503
Yes	40	52.6		
No	36	47.4		
Total	76	100.0		



### 5.3.6 Section F: Sharing Information with Third-parties

This part consists of three questions related to the sharing information with third-parties on SNSs profile. The respondents were asked to measure the awareness towards using third-parties for their personal information when using application that developed by them, and also to measure the awareness for using personal information for users to deliver targets by SNSs as they declare in their privacy policies.

Fortunately, more than half of the respondents (64.5%) were known that if a user adds an application, the developer has a right to access the user's information. However, 35.5% were not known that. Furthermore, the majority (55.3%) were aware that SNSs share that user's information with outside parties to deliver target according to some SNSs privacy policy. Regarding to posting information, 53.9% of the respondents were not regretted posting information about themselves on SNS, on other hand, 46.1% were regretted posting information (see Table 5.21).

*Table 5.21: Respondents toward Sharing Information with Third-Party*

Variable	Frequency	Percent	Mean	SD
Q41. Are you aware that when you add a new application (e.g. FarmVille, MafiaWars and AngryBirds) you give the organisation that supplies the application the right to access your profile information?			.64	.482
Yes	49	64.5		
No	27	35.5		
Total	76	100.0		

Q42. Are you aware that SNSs can share your information with people or organisations outside of social networking site for marketing purpose as per their privacy policy?	.55	.501
Yes	42	55.3
No	34	44.7
Total	76	100.0
Q43. Have you regretted posting information about yourself on social networking sites?	.64	.502
Yes	35	46.1
No	41	53.9
Total	76	100.0

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### **5.3.7 Description of the respondents' characteristics**

The respondents' demographic characteristics such as age, gender, and college name are presented and discussed in the following section.

#### **5.3.7.1 Demographic characteristics**

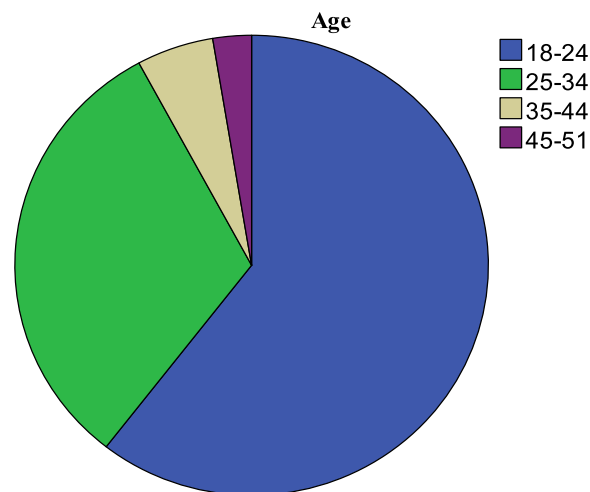
Section G of the questionnaire generated information based on selected demographic characteristics of the respondents. The items selected were age, gender, and educational background. The characteristics of the respondents are summarised in Table 5.22.

Table 5.22: Respondent Demographic Characteristics

Variable	Characteristics	Number of respondents (N= 76)	Percentages
Age	18-24	46	60.5
	25-34	24	31.6
	35-44	4	5.3
	45-51	2	2.6
Gender	Male	36	47.4
	Female	40	52.6
College name	COB	23	30.3
	CAS	38	50.0
	COLGIS	15	19.7

#### 5.3.7.2 Age

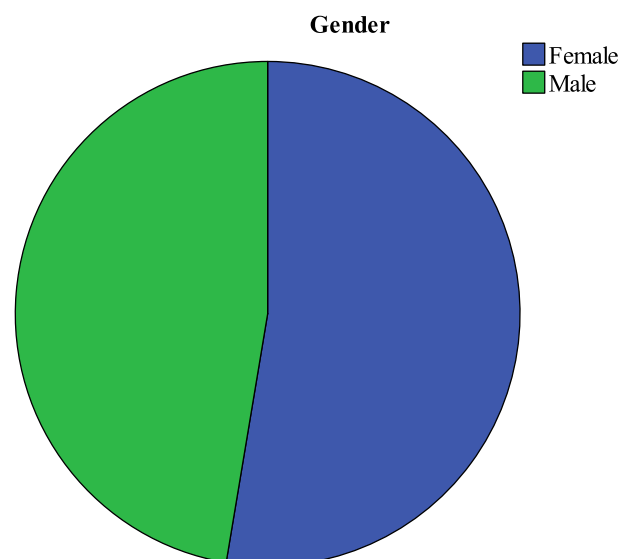
The vast majority of respondents were aged 18 to 24 years (60.5%; N=46); 31.6 % (N=24) were aged 25 to 34. Figure 5.6 is shown the chart for the age item.



*Figure 5.6: Representation of the Respondent Age Distribution*

### **5.3.7.3 Gender**

In terms of gender, the respondents were mainly females (52.6% compared to males, 47.4%). This is a common phenomenon in Malaysian universities especially at undergraduate level. The dominance of female students can be explained by the fact that in Malaysia the university population is mainly female (Ministry of Higher Education, 2010). Figure 5.7 represent the chart for gender.



*Figure 5.7: Representation of the Respondent Gender Distribution*

#### 5.3.7.4 College Name

There was a representation from all college at UUM. The average was almost from CAS (College of Art and Science) that represent 50% (N=38). COB (College of Business) was the second level from representation whereas 30.3% (N=23), and COLGIS was the lowest respondents 19.7% (N=15). Table 5.21 above and Figure 5.8 are illustrated it.

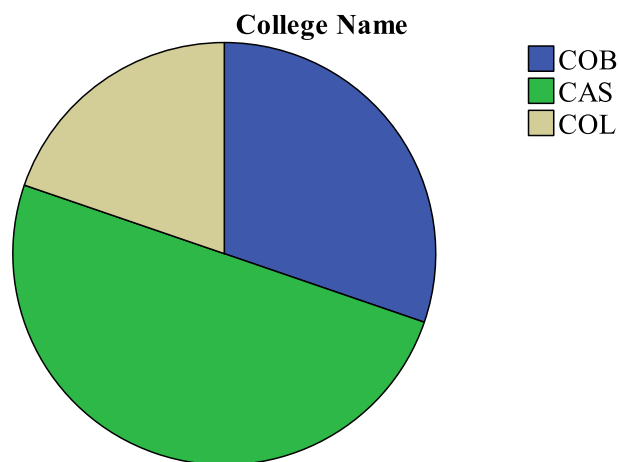


Figure 5.8: Representation of the Respondent College Name Distribution

#### 5.4 Guideline for Social Networking Sites

This section presents the finding of the guideline of good SNSs from users' perception by emphasizing on their privacy in response to the third objective as stated chapter 1. The guidelines are as follows:

- SNSs should not share personal information for users with everyone except people they know well and trusted.
- SNSs should focus on user's needs more than itself (i.e. connect colleagues, friends and family in the way that users feel protected).

- SNSs should not see users name, ID, and email address to other party. This may decrease numbers of members they have.
- SNSs should provide settings to control profile information that users would like to disclose. (i.e. posts, comments, updates, about me, interests, and instant messenger).
- SNSs should also offer authority for users to cancel, remove, or disable some of features that they would not use on their profile. (i.e. users might not want to chat online with anyone or their list friends).
- SNSs should protect users profile from public or strangers. Therefore, they should not allow them to have the ability to search or add as a friend on someone's profile unless users' acceptance. For instance, Facebook allow their users to change who they connect with or who can add them. Unfortunately, users can just limit this feature either everyone or friends of friends. Hence, they might offer "customise" feature to permit user control exactly who search or add his/her profile.
- SNSs should not allow users to track others online whether friends or not by subscribing the profile unless they would like too.
- SNSs should provide a means to make the users more comfortable disclosing their information.
- SNSs should not use personal information in a way that users do not expect it.
- SNSs should not allow users to disclose their friend's information such as photos, videos, posts unless they agree about that.
- SNSs should not allow third parties to use users' personal information.

- SNSs should not track users by their interests.
- SNSs should be precise on their privacy policy they provide by using the language that users can speak and understand.
- SNSs should not allow organisation or developers that develop applications (i.e. FarmVille) to use their personal information for user.
- SNSs should allow users to delete or remove their posts, messages that might share or send by wrong to their friends.
- SNSs should limit their privacy settings to friends only by default.

## **5.5 Summary**

This chapter has illustrated the findings and results by focusing on the statistical analysis to examine users' preferences and needs on privacy features and settings in SNSs, which was obtained from the online survey. It also includes a guideline of a good social networking site from users' perspective by emphasizing on their privacy. SPSS and Microsoft Excel 2007 were the software that used in the data analysis and charts. This leads to discussion of the results, and recommendations for future research in Chapter 6.

## **CHAPTER SIX**

### **CONCLUSION AND RECOMMENDATION**

#### **6.1 Introduction**

This chapter summarises and discusses the findings of the results arising from the project questions. Secondly, recommendations of the study are discussed. The chapter concludes with the limitations of the study and future research directions.

#### **6.2 Summary of the Major Findings**

The summary of the major findings of the comparative analysis are as follows:

- Friendster has by default hidden personal data of users such as real name, email, birthday, and gender, while Facebook has not hidden it.
- Friendster does not request from their users to provide their personal data when they sign up, whereas it is compulsory in Facebook to provide it when sign up.
- Both sites collect data from their users such as real name, email, birthday, and gender.
- Both sites allow third party to use users' personal information.
- Both sites use cookies to collect information from users such as IP address and type of browser.
- Both sites collect data from non-users when they are invited by others.



The summary of the major findings and results of the survey are as follows:

- All respondents had created a SNSs profile, with Facebook having a greater representation with more than 96% as compared to Twitter with 47.4% of percent of cases that had a profile.
- Majority of respondents had used SNSs many times per day with 71.1%
- Almost the respondents had accepted only people they know well to access their profile with 59.2% while 23.7% of them allow everyone to access their profile.
- Majority of respondents had used SNSs to connect with their colleagues with 81.8% of cases and more than three quarter of them using SNSs to talk with friends and family.
- Respondents might stop using their profile on SNS if they use their personal information in inappropriate way with 46.1%. At the same time, 43.4% they will stop using the site at all.
- This study found that 96.1% from the respondents include their gender. Work and Education 88.2%. Real name 85.5%. Location and Birthday 88.9%. Email address 72.4%. Interests 61.8%.
- With regard to share personal information with family, friends, friends of friends, and public. Many of the respondents left nothing for private by disclosing sensitive information such as gender, real name, birthday, profile picture, interests, and personality.
- In terms of features, it was precise in the results that many of the respondents prefer to restrict or limit their privacy settings to friends only in terms of posting, comments, chatting online, search on profile, subscribe profile.

However, half of the respondents prefer to receive two features from friends and public at the same time such as messages and add friend on profile.

- Results of privacy concern on SNSs reveal that the respondents had notable concerns about privacy and data security while using SNSs.
- In terms of tracking users and third party, the respondents seem to be more concerned about developers that might use their personal information in unexpected way.
- Majority of respondents stated that they are aware of the privacy setting changes, and also they know how to control their privacy on their profiles.
- More than half of the respondents read the privacy policy and terms of user on SNSs they use.
- Finally, the respondents seem to be worried about information disclosure on SNSs. Hence, 41.1% are regretted providing information about themselves on their SNS.

### **6.3 Limitation of Study**

There were several limitations that restricted the findings of this study. The most important limitation lies in the ability to generalise the results. Due to financial and time constraints, the selection of two sites and criteria to compare them might be improved by comparison more SNSs. Also the comparative analysis of the privacy policy and features needed to be done manually which introduces inevitable human error.

Moreover, the data of the survey was sampled from one university students in the northern region of Peninsular Malaysia. The results of the study could not be generalised as a whole and might be applicable to the northern region only. Additionally, although it was assumed that the sample was random, it was actually

drawn from only one university. Furthermore, the survey was distributed online during semester break, when students were busy with their assignments and with preparing for their final examination. Hence, the students were answering the survey under time pressure, so the responses might not reflect their actual discernment. Finally, as this study was carried out at a short period (from February to June, 2012), the results might only mirror a specific circumstance and moment in time.

#### **6.4 Recommendation for Future Work**

While research in the area of social networking sites in terms of privacy is evolving, it certainly requires continuous study. The results of this study have identified several possible avenues for further investigation. Future works that can be done are as follows:

Explore many SNS' privacy policy and features to evaluate and compare them are strongly needed and recommended.

More study on SNSs and privacy is also needed and recommended. Previous studies mentioned the need of more research on SNS and their privacy since the research in this field is still limited (Lewis, et. al., 2008; Debatin et. al., 2009). There is also a need for more studies in this field in Asia as many of the previous studies were conducted in the western world.

Furthermore, different instrument is suggested such as interview for depth of information. Direct contact at the point of interview means that data can be checked for accuracy and relevance as the researchers collect the data.

Finally, many of previous studies used college and university students as the sample. Therefore, using a wider sample of users with other ethnic or cultural backgrounds can be made to better value of the research.

## **6.5 Summary**

This study was evaluated the privacy policy and features of two SNSs, Facebook and Friendster. Although, online survey was elaborated to measure the type and amount of the information that users disclose on online community, and the awareness of the users toward SNSs privacy and data violation. However, users of SNSs still provide an extended and unlimited amount of personal details. More research into privacy awareness and related behavior on SNS is needed and recommended.

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# Appendix A

## Online Survey

COLLEGE OF ARTS AND SCIENCES  
UNIVERSITY UTARA MALAYSIA

### AN ANALYSIS OF SOCIAL NETWORKING SITES: PRIVACY POLICY AND FEATURES

I am Master of Science (Information Technology) student at final semester in University Utara Malaysia (UUM). Currently, I am conducting this questionnaire to help me gain and understanding of the user who are using Social Networking Sites (SNSs) at UUM, Malaysia. This survey aims to investigate user preferences and needs on privacy features and settings in SNSs among college students. Please read the questions carefully and answer them. There are no "right" or "wrong" answers and I am interested in your own thoughts and feelings.

The answers from this questionnaire will help me to produce a guideline of a good social networking site from users' perspective by emphasizing on their privacy.

All your information will be held in strictest confidence, and it will be used for study purpose only. Your insights and feedback in making this study successful is highly appreciated. If you have any queries, or if you like to know the result of this study, please do contact me at 013-3016146 or through the e-mail: abuhassira87@gmail.com.

This questionnaire consists of seven sections:

- Section A – SNSs Characteristics
- Section B – Identify Information Disclosure
- Section C – Privacy and Data Security Concern on SNSs
- Section D – Privacy Settings on SNS
- Section E – Privacy Policy on SNSs
- Section F – Sharing Information with Third-parties on SNSs
- Section G – Demographic Characteristics

Thank you for your valuable time and help in completing this survey questionnaire.

**MSc. IT Candidate**

**Mohammed M. O. Abuhassira**

Next >>

## Section A: Social Networking Sites Characteristics

Please, answer all the questions.

1. Have you ever created your own profile online that others can see, such as on a social networking site like Facebook or Friendster?

- ☐ Yes
- ☐ No

[Reset](#)

2. What is the social Networking site(s) that you use? **(Please, choose all applicable)**

- ☐ Facebook
- ☐ Friendster
- ☐ Twitter
- ☐ LinkedIn
- ☐ MySpace
- ☐ Others

[Reset](#)

Please, specify

3. How often do you use social networking sites?

- ☐ Once a day
- ☐ Many times a day
- ☐ Once a week
- ☐ Many times a week

[Reset](#)

4. Who have the ability to access your information on your social networking page?

- ☐ Everyone
- ☐ Only people I know well
- ☐ I choose to share different information with different groups
- ☐ I do not know who can access the information

[Reset](#)

5. What do you mostly use in social networking sites? **(Please, choose all applicable)**

- ☐ Keeping in touch with family
- ☐ Talking to people who are friends in real life
- ☐ Meeting new people
- ☐ Discussing topics with people who have similar interests
- ☐ Advertising my business
- ☐ Uploading photos
- ☐ Playing games
- ☐ Networking with colleagues
- ☐ Others

[Reset](#)





**6. Would you stop using a social networking site if the site used your personal information in a way that you were not expecting**

- ☐ Yes
- ☐ No
- ☐ I might consider it

[Reset](#)

**7. Do you include your real name on your profile(s)?**

- ☐ Yes
- ☐ No

[Reset](#)

**8. Do you include your e-mail address on your profile(s)?**

- ☐ Yes
- ☐ No

[Reset](#)

**9. Do you include your birthday on your profile(s)?**

- ☐ Yes
- ☐ No

[Reset](#)

**10. Do you include your gender on your profile(s)?**

- ☐ Yes
- ☐ No

[Reset](#)

**11. Do you include a picture of yourself on your profile(s)?**

- ☐ Yes
- ☐ No

[Reset](#)

**12. Do you include your location on your profile(s)?**

- ☐ Yes
- ☐ No

[Reset](#)

**13. Do you include your sexual orientation “interested in” on your profile(s)?**

- ☐ Yes
- ☐ No

[Reset](#)

**14. Do you include your Instant messenger Screen name on your profile(s)?**

- ☐ Yes
- ☐ No

[Reset](#)

15. Do you include your work & education on your profile(s)?

- ☐ Yes
- ☐ No

[Reset](#)

16. Do you include information about your personality on your profile(s)?

- ☐ Yes
- ☐ No

[Reset](#)

17. Do you include your signature on your profile(s)?

- ☐ Yes
- ☐ No

[Reset](#)

18. Do you include your username on your profile(s)?

- ☐ Yes
- ☐ No

[Reset](#)

19. Do you include information about your interests on your profile(s)?

- ☐ Yes
- ☐ No

[Reset](#)

[<< Back](#) [Next >>](#)

## Section B: Identify Information Disclosure and Networking Features

Please, choose the appropriate answer for the following statements

20. I am OK to share the following information with “FAMILY” on my social networking site(s) profile.

**(Please, choose all applicable)**

- ☐ Real name
- ☐ E-mail address
- ☐ Birthday
- ☐ Gender
- ☐ Profile picture
- ☐ Location
- ☐ Sexual Orientation “interested in”
- ☐ Instant messenger Screen
- ☐ Work & Education
- ☐ Information about your personality “About Me”
- ☐ Signature
- ☐ Username
- ☐ Interests

[Reset](#)

**21. I am OK to share the following information with “FRIENDS” on my social networking site(s) profile**  
**(Please, choose all applicable)**

- ☐ Real name
- ☐ E-mail address
- ☐ Birthday
- ☐ Gender
- ☐ Profile picture
- ☐ Location
- ☐ Sexual Orientation “interested in”
- ☐ Instant messenger Screen
- ☐ Work & Education
- ☐ Information about your personality “About Me”
- ☐ Signature
- ☐ Username
- ☐ Interests

[Reset](#)

**22. I am OK to share the following information with “FRIENDS OF FRIENDS” on my social networking site(s) profile**  
**(Please, choose all applicable)**

- ☐ Real name
- ☐ E-mail address
- ☐ Birthday
- ☐ Gender
- ☐ Profile picture
- ☐ Location
- ☐ Sexual Orientation “interested in”
- ☐ Instant messenger Screen
- ☐ Work & Education
- ☐ Information about your personality “About Me”
- ☐ Signature
- ☐ Username
- ☐ Interests

[Reset](#)

**23. I am OK to share the following information with “STRANGERS/PUBLIC” on my social networking site(s) profile**  
**(Please, choose all applicable)**

- ☐ Real name
- ☐ E-mail address
- ☐ Birthday
- ☐ Gender
- ☐ Profile picture
- ☐ Location
- ☐ Sexual Orientation “interested in”
- ☐ Instant messenger Screen
- ☐ Work & Education
- ☐ Information about your personality “About Me”
- ☐ Signature
- ☐ Username
- ☐ Interests

[Reset](#)

**24. I am OK to disclose NewsFeed/Updates (i.e., my status, posts, comments) on my social networking site(s) profile with**

- ☐ Public
- ☐ Friends
- ☐ Friends of Friends
- ☐ Only Me
- ☐ Customise (list of Friends)

[Reset](#)

**25. I am OK to be on chat online on my social networking site(s) profile with**

- ☐ Public
- ☐ Friends
- ☐ Friends of Friends
- ☐ Only Me
- ☐ Customise (list of Friends)

[Reset](#)

**26. I am OK to search my profile on my social networking site(s) from**

- ☐ Public
- ☐ Friends
- ☐ Friends of Friends
- ☐ Only Me
- ☐ Customise (list of Friends)

[Reset](#)

**27. I am OK to receive messages on my social networking site(s) profile from**

- ☐ Public
- ☐ Friends
- ☐ Friends of Friends
- ☐ Only Me
- ☐ Customise (list of Friends)

[Reset](#)

**28. I am OK to subscribe my profile on my social networking site(s) from**

- ☐ Public
- ☐ Friends
- ☐ Friends of Friends
- ☐ Only Me
- ☐ Customise (list of Friends)

[Reset](#)

**29. I am OK to add my profile "Add Friend" on my social networking site(s) from**

- ☐ Public
- ☐ Friends
- ☐ Friends of Friends
- ☐ Only Me
- ☐ Customise (list of Friends)

[Reset](#)

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### Section C: Privacy and Data Security Concern on SNSs

Please, rate your answer using a scale of 1 to 5 (where 1 means strongly disagree, 2 means disagree, 3 means moderate, 4 means agree, and 5 means strongly agree)

	Strongly Disagree	Disagree	Moderate	Agree	Strongly Agree
30. I feel that the privacy of my personal information (i.e. Real Name, photos) is protected on social networking sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
31. I trust that social networking site will not use my personal information for any other purpose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
32. I feel comfortable writing message on my friends' walls on my social networking sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
33. I feel comfortable when someone has posted information about me or photo of me on social networking sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
34. I feel comfortable when third-parties used my profile information on social networking sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
35. I feel comfortable when social networking sites track my use of the site and deliver targeted advertising to me based on my interests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Reset](#)

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### Section D: Privacy Settings

Please, rate your answer using: Yes/No

36. Do you know that you can change your privacy settings on your social networking sites?

☐ Yes  
☐ No

[Reset](#)

37. Do you know how to change privacy settings on your social networking sites?

☐ Yes  
☐ No

[Reset](#)

38. Have you ever changed the privacy settings on your social networking sites?

☐ Yes  
☐ No

[Reset](#)

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### Section E: Privacy Policy

Please, rate your answer using: Yes/No

39. Have you read the privacy policy of your social networking sites?

- ☐ Yes
- ☐ No

[Reset](#)

40. Have you read the terms of use of your social networking sites?

- ☐ Yes
- ☐ No

[Reset](#)

### Section E: Sharing Information with Third-party

Please, rate your answer using: Yes/No

41. Are you aware that when you add a new application (e.g. FarmVille/Mafia Wars, AngryBirds) you give the organisation that supplies the application the right to access your profile information?

- ☐ Yes
- ☐ No

[Reset](#)

42. Are you aware that SNSs can share your information with people or organisations outside of social networking site for marketing purpose as per their privacy policy?

- ☐ Yes
- ☐ No

[Reset](#)

43. Have you regretted posting information about yourself on social networking sites?

- ☐ Yes
- ☐ No

[Reset](#)

### Section G: Demographic Characteristics

44. Age

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-51

[Reset](#)

45. Gender

- ☐ Male
- ☐ Female

[Reset](#)

47. College name

- ☐ College of Business
- ☐ College of Art and Science
- ☐ College of Law

[Reset](#)

[<< Back](#) [< Finish Survey>](#)

## Appendix B

### Reliability Analysis

RELIABILITY

```
/VARIABLES=A1 A2.0 A2.1 A2.2 A2.3 A2.4 A2.5 A3 A4 A5.0 A5.1 A5.2 A5.3 A5.4 A5.5 A5.6 A5.7 A5.8 A6 A7 A8 A9 A10 A11 A12 A13 A14 A15 A16 A17 A18 A19  
/SCALE('SECTION A') ALL  
/MODEL=ALPHA  
/STATISTICS=DESCRIPTIVE SCALE  
/SUMMARY=TOTAL.
```

#### Reliability

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\SPSS DATA\Pilot Study Final.sav

#### Scale: SECTION A

Case Processing Summary

		N	%
Cases	Valid	10	100.0
	Excluded <sup>a</sup>	0	.0
	Total	10	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.667	32

**Item Statistics**

	Mean	Std. Deviation	N
1. Have you ever created your own profile online that others can see, such as on a social networking site like Facebook or Friendster?	1.00	.000	10
Facebook	1.00	.000	10
Friendster	.40	.516	10
Twitter	.50	.527	10
LinkedIn	.50	.527	10
Tagged	.30	.483	10
Others	.10	.316	10
3. How often do you use social networking sites?	2.00	.816	10
4. Who have the ability to access your information on your social networking page?	2.30	.483	10
Keeping in touch with family	.70	.483	10
Talking to people who are friends in real life	.90	.316	10
Meeting new people	.60	.516	10
Discussing topics with people who have similar interests	.60	.516	10
Advertising my business	.20	.422	10
Uploading photos	.60	.516	10
Playing games	.40	.516	10
Networking with colleagues	.70	.483	10
Others	.00	.000	10
6. Would you stop using a social networking site if the site used your personal information in a way that you were not expecting	1.60	.843	10
7. Do you include your real name on your profile(s)?	1.00	.000	10
8. Do you include your e-mail address on your profile(s)?	.80	.422	10
9. Do you include your birthday on your profile(s)?	1.00	.000	10
10. Do you include your gender on your profile(s)?	.90	.316	10
11. Do you include a picture of yourself on your profile(s)?	1.00	.000	10



**Item Statistics**

	Mean	Std. Deviation	N
12.Do you include your location on your profile (s)?	.90	.316	10
13.Do you include your sexual orientation "interested in" on your profile(s)?	.60	.516	10
14.Do you include your Instant messenger Screen name on your profile(s)?	.60	.516	10
15.Do you include your work & education on your profile(s)?	.90	.316	10
16.Do you include information about your personality on your profile (s)?	.70	.483	10
17.Do you include your signature on your profile (s)?	.60	.516	10
18.Do you include your username on your profile (s)?	.60	.516	10
19.Do you include information about your interests on your profile (s)?	.60	.516	10

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1.Have you ever created your own profile online that others can see, such as on a social networking site like Facebook or Friendster?	23.60	18.711	.000	.668
Facebook	23.60	18.711	.000	.668
Friendster	24.20	17.956	.112	.668
Twitter	24.10	17.433	.227	.657
LinkedIn	24.10	17.878	.125	.667
Tagged	24.30	22.233	-.824	.736
Others	24.50	17.611	.377	.651
3.How often do you use social networking sites?	22.60	16.711	.200	.665
4.Who have the ability to access your information on your social networking page?	22.30	19.344	-.204	.692
Keeping in touch with family	23.90	17.433	.259	.655
Talking to people who are friends in real life	23.70	18.456	.057	.668
Meeting new people	24.00	19.556	-.243	.698
Discussing topics with people who have similar interests	24.00	17.556	.205	.659
Advertising my business	24.40	16.933	.461	.640
Uploading photos	24.00	18.667	-.050	.682
Playing games	24.20	15.067	.843	.597
Networking with colleagues	23.90	19.878	-.325	.701
Others	24.60	18.711	.000	.668
6.Would you stop using a social networking site if the site used your personal information in a way that you were not expecting	23.00	17.556	.063	.685
7.Do you include your real name on your profile(s)?	23.60	18.711	.000	.668
8.Do you include your e-mail address on your profile(s)?	23.80	16.844	.488	.638
9.Do you include your birthday on your profile (s)?	23.60	18.711	.000	.668
10.Do you include your gender on your profile(s)?	23.70	17.567	.394	.650
11.Do you include a picture of yourself on your profile(s)?	23.60	18.711	.000	.668

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
12.Do you include your location on your profile (s)?	23.70	18.456	.057	.668
13.Do you include your sexual orientation "interested in" on your profile(s)?	24.00	16.222	.534	.628
14.Do you include your Instant messenger Screen name on your profile(s)?	24.00	15.333	.769	.605
15.Do you include your work & education on your profile(s)?	23.70	18.456	.057	.668
16.Do you include information about your personality on your profile (s)?	23.90	16.544	.492	.634
17.Do you include your signature on your profile (s)?	24.00	15.333	.769	.605
18.Do you include your username on your profile (s)?	24.00	15.333	.769	.605
19.Do you include information about your interests on your profile (s)?	24.00	15.333	.769	.605

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
24.60	18.711	4.326	32

## RELIABILITY

```

/VARIABLES=B20.0 B20.1 B20.2 B20.3 B20.4 B20.5 B20.6 B20.7 B20.8 B20.9 B2
0.10 B20.11 B20.12 B21.0 B21.1 B21.2 B21.3 B21.4 B21.5 B21.6 B21.7 B21.8 B2
1.9 B21.10 B21.11 B21.12 B22.0 B22.1 B22.2 B22.3 B22.4 B22.5 B22.6 B22.7 B2
2.8 B22.9 B22.10 B22.11 B22.12
B23.0 B23.1 B23.2 B23.3 B23.4 B23.5 B23.6 B23.7 B23.8 B23.9 B23.10 B23.11 B
23.12 B24 B25 B26
/SCALE('SECTION B') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

## Reliability

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
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## Scale: SECTION B

**Case Processing Summary**

		N	%
Cases	Valid	10	100.0
	Excluded <sup>a</sup>	0	.0
	Total	10	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.881	55

**Item Statistics**

	Mean	Std. Deviation	N
Real name	.90	.316	10
E-mail address	.70	.483	10
Birthday	.70	.483	10
Gender	.90	.316	10
Profile picture	1.00	.000	10
Location	.60	.516	10
Sexual Orientation "interested in"	.50	.527	10
Instant messenger Screen	.50	.527	10
Work & Education	.60	.516	10
About Me	.50	.527	10
Signature	.20	.422	10
Username	.40	.516	10
Interests	.40	.516	10
Real name	.90	.316	10
E-mail address	.80	.422	10
Birthday	.70	.483	10
Gender	.90	.316	10
Profile picture	.90	.316	10
Location	.60	.516	10
Sexual Orientation "interested in"	.60	.516	10
Instant messenger Screen	.50	.527	10
Work & Education	.60	.516	10
About Me	.50	.527	10
Signature	.30	.483	10
Username	.60	.516	10
Interests	.40	.516	10
Real name	.90	.316	10
E-mail address	.10	.316	10
Birthday	.20	.422	10
Gender	.80	.422	10
Profile picture	.80	.422	10
Location	.30	.483	10
Sexual Orientation "interested in"	.20	.422	10
Instant messenger Screen	.10	.316	10
Work & Education	.50	.527	10
About Me	.10	.316	10
Signature	.10	.316	10

**Item Statistics**

	Mean	Std. Deviation	N
Username	.10	.316	10
Interests	.20	.422	10
Real name	.60	.516	10
E-mail address	.20	.422	10
Birthday	.20	.422	10
Gender	.50	.527	10
Profile picture	.70	.483	10
Location	.20	.422	10
Sexual Orientation "interested in"	.20	.422	10
Instant messenger Screen	.10	.316	10
Work & Education	.10	.316	10
About Me	.10	.316	10
Signature	.10	.316	10
Username	.40	.516	10
Interests	.10	.316	10
24.I am OK to disclose NewsFeed/Updates (i.e., my status, posts, comments) on my social networking site(s) profile with	2.40	.966	10
25.I am OK to be on chat online on my social networking site(s) profile with	2.00	.471	10
26.I am OK to search my profile on my social networking site(s) with	2.00	.667	10



**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Real name	29.60	80.711	.649	.876
E-mail address	29.80	78.844	.632	.874
Birthday	29.80	80.400	.446	.877
Gender	29.60	80.711	.649	.876
Profile picture	29.50	84.500	.000	.881
Location	29.90	79.211	.546	.875
Sexual Orientation "interested in"	30.00	81.111	.328	.879
Instant messenger Screen	30.00	81.111	.328	.879
Work & Education	29.90	79.211	.546	.875
About Me	30.00	78.444	.619	.874
Signature	30.30	80.456	.511	.876
Username	30.10	82.544	.180	.881
Interests	30.10	82.767	.156	.881
Real name	29.60	80.711	.649	.876
E-mail address	29.70	80.233	.541	.876
Birthday	29.80	80.178	.473	.877
Gender	29.60	80.711	.649	.876
Profile picture	29.60	80.711	.649	.876
Location	29.90	78.544	.622	.874
Sexual Orientation "interested in"	29.90	78.100	.672	.873
Instant messenger Screen	30.00	81.111	.328	.879
Work & Education	29.90	78.544	.622	.874
About Me	30.00	78.667	.594	.874
Signature	30.20	80.178	.473	.877
Username	29.90	82.100	.228	.880
Interests	30.10	80.989	.349	.878
Real name	29.60	80.711	.649	.876
E-mail address	30.40	81.600	.490	.877
Birthday	30.30	82.233	.273	.879
Gender	29.70	83.344	.127	.881
Profile picture	29.70	79.344	.663	.874
Location	30.20	79.733	.526	.876
Sexual Orientation "interested in"	30.30	81.567	.362	.878
Instant messenger Screen	30.40	81.600	.490	.877
Work & Education	30.00	82.000	.233	.880
About Me	30.40	81.600	.490	.877

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Signature	30.40	88.489	-.687	.888
Username	30.40	82.933	.255	.880
Interests	30.30	83.567	.098	.882
Real name	29.90	78.767	.596	.874
E-mail address	30.30	79.122	.693	.874
Birthday	30.30	82.233	.273	.879
Gender	30.00	80.444	.400	.878
Profile picture	29.80	78.400	.686	.873
Location	30.30	82.233	.273	.879
Sexual Orientation "interested in"	30.30	81.344	.392	.878
Instant messenger Screen	30.40	81.600	.490	.877
Work & Education	30.40	81.600	.490	.877
About Me	30.40	84.267	.023	.882
Signature	30.40	88.489	-.687	.888
Username	30.10	85.211	-.103	.885
Interests	30.40	82.044	.411	.878
24.I am OK to disclose NewsFeed/Updates (i.e., my status, posts, comments) on my social networking site(s) profile with	28.10	88.989	-.297	.899
25.I am OK to be on chat online on my social networking site(s) profile with	28.50	88.722	-.500	.890
26.I am OK to search my profile on my social networking site(s) with	28.50	86.944	-.232	.890

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
30.50	84.500	9.192	55



## RELIABILITY

```

/VARIABLES=C27 C28 C29 C30 C31 C32 C33 C34 C35
/SCALE('SECTION C') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

## Reliability

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Pilot Study Final.sav

## Scale: SECTION C

**Case Processing Summary**

	N	%
Cases Valid	10	100.0
Excluded <sup>a</sup>	0	.0
Total	10	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.294	9

**Item Statistics**

	Mean	Std. Deviation	N
27.I worry about my privacy and data security while using social networking sites	4.20	.789	10
28.I worry about people online not being who they say they are on social networking sites	3.90	.876	10
29.I feel that identity theft could be real privacy risk on social networking sites	3.90	.876	10
30.I feel that the privacy of my personal information is protected on social networking sites	2.20	1.229	10
31.I trust that social networking site will not use my personal information for any other purpose	2.20	.789	10
32.I feel comfortable writing message on my freinds' walls on my social networking sites	3.00	.816	10
33.I feel comfortable when someone has posted information about me or photo of me on social networking sites	2.80	.919	10
34.I feel comfortable when third-parties used my profile information on social networking sites	1.50	.972	10
35.I feel comfortable when social networking sites track my use of the site and deliver targeted advertising to me based on my interests	1.90	1.287	10

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
27.I worry about my privacy and data security while using social networking sites	21.40	13.378	-.454	.478
28.I worry about people online not being who they say they are on social networking sites	21.70	9.344	.237	.209
29.I feel that identity theft could be real privacy risk on social networking sites	21.70	12.456	-.298	.442
30.I feel that the privacy of my personal information is protected on social networking sites	23.40	8.711	.159	.239
31.I trust that social networking site will not use my personal information for any other purpose	23.40	11.378	-.117	.362
32.I feel comfortable writing message on my freinds' walls on my social networking sites	22.60	8.711	.415	.128
33.I feel comfortable when someone has posted information about me or photo of me on social networking sites	22.80	9.289	.222	.213
34.I feel comfortable when third-parties used my profile information on social networking sites	24.10	8.767	.290	.171
35.I feel comfortable when social networking sites track my use of the site and deliver targeted advertising to me based on my interests	23.70	6.011	.588	-.139 <sup>a</sup>

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
25.60	11.378	3.373	9

#### RELIABILITY

```
/VARIABLES=D36 D37 D38  
/SCALE('SECTION D') ALL  
/MODEL=ALPHA  
/STATISTICS=DESCRIPTIVE SCALE  
/SUMMARY=TOTAL.
```

### Reliability

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed  
SPSS DATA\Pilot Study Final.sav

### Scale: SECTION D

#### Case Processing Summary

		N	%
Cases	Valid	10	100.0
	Excluded <sup>a</sup>	0	.0
	Total	10	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.605	3

#### Item Statistics

	Mean	Std. Deviation	N
36.Are you aware that you can change your privacy settings on your social networking sites?	.60	.516	10
37.Have you ever changed the privacy settings on social networking sites you use?	.50	.527	10
38.Are you aware that if you have joined some network and you have not changed your privacy settings, all users of same network can access your profile?	.50	.527	10

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
36.Are you aware that you can change your privacy settings on your social networking sites?	1.00	.889	.228	.750
37.Have you ever changed the privacy settings on social networking sites you use?	1.10	.544	.714	-6.798E-16 <sup>a</sup>
38.Are you aware that if you have joined some network and you have not changed your privacy settings, all users of same network can access your profile?	1.10	.767	.361	.580

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
1.60	1.378	1.174	3

```

RELIABILITY
/VARIABLES=E39 E40
/SCALE('SECTION E') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

## Reliability

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohamme  
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### Scale: SECTION E

**Case Processing Summary**

	N	%
Cases Valid	10	100.0
Excluded <sup>a</sup>	0	.0
Total	10	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.525	2

**Item Statistics**

	Mean	Std. Deviation	N
39.Have you read the privacy policy of your social networking sites?	.40	.516	10
40.Have you read the terms of use of your social networking sites?	.30	.483	10

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
39.Have you read the privacy policy of your social networking sites?	.30	.233	.356	<sup>a</sup>
40.Have you read the terms of use of your social networking sites?	.40	.267	.356	<sup>a</sup>

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
.70	.678	.823	2

# RELIABILITY

```

/VARIABLES=F41 F42
/SCALE('SECTION F') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

## Reliability

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed  
SPSS DATA\Pilot Study Final.sav

## Scale: SECTION F

### Case Processing Summary

	N	%
Cases Valid	10	100.0
Excluded <sup>a</sup>	0	.0
Total	10	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha <sup>a</sup>	N of Items
-.368	2

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

### Item Statistics

	Mean	Std. Deviation	N
41.Do you know who can see your profile and the information on it?	1.70	.949	10
42.Do you know how to use the privacy settings on your social networking sites?	1.10	.316	10

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
41.Do you know who can see your profile and the information on it?	1.10	.100	-.259	<sup>a</sup> . .
42.Do you know how to use the privacy settings on your social networking sites?	1.70	.900	-.259	<sup>a</sup> . .

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
2.80	.844	.919	2



```

RELIABILITY
/VARIABLES=G43 G44 G45
/SCALE('SECTION G') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

### Reliability

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project\SPSS DATA\Pilot Study Final.sav

### Scale: SECTION G

Case Processing Summary

		N	%
Cases	Valid	10	100.0
	Excluded <sup>a</sup>	0	.0
	Total	10	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.550	3

Item Statistics

	Mean	Std. Deviation	N
43.Are you aware that when you add a new application (e.g. FarmVille/Mafia Wars, AngryBirds) you give the organisation that supplies the application the right to access your profile information?	.40	.516	10
44.Are you aware that SNSs can share your information with people or organisations outside of social networking site for marketing purpose as per their privacy policy?	.30	.483	10
45.Have you regretted posting information about yourself on social networking sites?	.40	.516	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
43.Are you aware that when you add a new application (e.g. FarmVille/Mafia Wars, AngryBirds) you give the organisation that supplies the application the right to access your profile information?	.70	.678	.314	.525
44.Are you aware that SNSs can share your information with people or organisations outside of social networking site for marketing purpose as per their privacy policy?	.80	.622	.467	.286
45.Have you regretted posting information about yourself on social networking sites?	.70	.678	.314	.525

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
1.10	1.211	1.101	3

## Appendix C

### Descriptive Analysis

```
FREQUENCIES VARIABLES=A1
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.
```

#### Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\SPSS DATA\Survey V1.sav

##### Statistics

1. Have you ever created your own profile online that others can see, such as on a social networking site like Facebook or Friendster?

N	Valid	76
	Missing	0
Mean		1.00
Std. Deviation		.000
Minimum		1
Maximum		1

1. Have you ever created your own profile online that others can see, such as on a social networking site like Facebook or Friendster?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	76	100.0	100.0	100.0

```
MULT RESPONSE GROUPS=$A2Group 'What is SNSs that you use?' (a2.0 a2.1 a2.2
a2.3 a2.4 a2.5 (1))
  /FREQUENCIES=$A2Group.
```

#### Multiple Response

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\SPSS DATA\Survey V1.sav

##### Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$A2Group <sup>a</sup>	76	100.0%	0	.0%	76	100.0%

a. Dichotomy group tabulated at value 1.



### \$A2Group Frequencies

		Responses		Percent of Cases
		N	Percent	
What is SNSs that you use? <sup>a</sup>	Facebook	74	42.3%	97.4%
	Friendster	18	10.3%	23.7%
	Twitter	36	20.6%	47.4%
	LinkedIn	18	10.3%	23.7%
	MySpace	17	9.7%	22.4%
	Others	12	6.9%	15.8%
Total		175	100.0%	230.3%

a. Dichotomy group tabulated at value 1.

```
FREQUENCIES VARIABLES=A3
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.
```

### Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\SPSS DATA\Survey V1.sav

#### Statistics

3.How often do you use social networking sites?

N	Valid	76
	Missing	0
Mean		2.12
Std. Deviation		.799
Minimum		1
Maximum		4

#### 3.How often do you use social networking sites?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a day	11	14.5	14.5	14.5
	Many time a day	54	71.1	71.1	85.5
	Once a week	2	2.6	2.6	88.2
	Many times a week	9	11.8	11.8	100.0
	Total	76	100.0	100.0	

```
FREQUENCIES VARIABLES=A4
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.
```

### Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

#### Statistics

4. Who have the ability to access  
your information on your social  
networking page?

N	Valid	76
	Missing	0
Mean		1.96
Std. Deviation		.701
Minimum		1
Maximum		4

#### 4. Who have the ability to access your information on your social networking page?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	EveryOne	18	23.7	23.7	23.7
	Only People I know well	45	59.2	59.2	82.9
	I choose to share different information with different groups	11	14.5	14.5	97.4
	I do not know who can access the information	2	2.6	2.6	100.0
	Total	76	100.0	100.0	

MULT RESPONSE GROUPS=\$A5Group 'What do you mostly use in SNS?' (a5.0 a5.1 a  
5.2 a5.3 a5.4 a5.5 a5.6 a5.7 a5.8 (1))  
/FREQUENCIES=\$A5Group.

### Multiple Response

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

#### Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$A5Group <sup>a</sup>	76	100.0%	0	.0%	76	100.0%

a. Dichotomy group tabulated at value 1.

### \$A5Group Frequencies

		Responses		Percent of Cases
		N	Percent	
What do you mostly use in SNS? <sup>a</sup>	Keeping in touch with family	53	14.7%	69.7%
	Talking to people who are friends in real life	60	16.7%	78.9%
	Meeting new people	38	10.6%	50.0%
	Discussing topics with people	48	13.3%	63.2%
	Advertising my business	13	3.6%	17.1%
	Uploading photos	47	13.1%	61.8%
	Playing games	18	5.0%	23.7%
	Networking with colleagues	62	17.2%	81.6%
	Others	21	5.8%	27.6%
Total		360	100.0%	473.7%

a. Dichotomy group tabulated at value 1.

```
FREQUENCIES VARIABLES=A6
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.
```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

6. Would you stop using a social networking site if the site used your personal information in a way that you were not expecting

N	Valid	76
	Missing	0
Mean		2.03
Std. Deviation		.952
Minimum		1
Maximum		3

6. Would you stop using a social networking site if the site used your personal information in a way that you were not expecting

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	33	43.4	43.4	43.4
no	8	10.5	10.5	53.9
I might consider it	35	46.1	46.1	100.0
Total	76	100.0	100.0	

```

FREQUENCIES VARIABLES=A7
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.

```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

7.Do you include your real name on  
your profile(s)?

N	Valid	76
	Missing	0
Mean		.86
Std. Deviation		.354
Minimum		0
Maximum		1

### 7.Do you include your real name on your profile(s)?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	11	14.5	14.5	14.5
yes	65	85.5	85.5	100.0
Total	76	100.0	100.0	

```

FREQUENCIES VARIABLES=A8
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.

```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

8.Do you include your e-mail  
address on your profile(s)?

N	Valid	76
	Missing	0
Mean		.72
Std. Deviation		.450
Minimum		0
Maximum		1

**8.Do you include your e-mail address on your profile(s)?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	21	27.6	27.6	27.6
	yes	55	72.4	72.4	100.0
	Total	76	100.0	100.0	

```
FREQUENCIES VARIABLES=A9
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.
```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

9.Do you include your birthday on  
your profile(s)?

N	Valid	76
	Missing	0
Mean		.83
Std. Deviation		.379
Minimum		0
Maximum		1

**9.Do you include your birthday on your profile(s)?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	13	17.1	17.1	17.1
	yes	63	82.9	82.9	100.0
	Total	76	100.0	100.0	

```
FREQUENCIES VARIABLES=A10
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.
```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

10.Do you include your gender on your profile(s)?

N	Valid	76
	Missing	0
Mean		.96
Std. Deviation		.196
Minimum		0
Maximum		1

### 10.Do you include your gender on your profile(s)?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	3	3.9	3.9	3.9
yes	73	96.1	96.1	100.0
Total	76	100.0	100.0	

```
FREQUENCIES VARIABLES=A11
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.
```

### Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\SPSS DATA\Survey V1.sav

### Statistics

11.Do you include a picture of yourself on your profile(s)?

N	Valid	76
	Missing	0
Mean		.83
Std. Deviation		.379
Minimum		0
Maximum		1

### 11.Do you include a picture of yourself on your profile(s)?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	13	17.1	17.1	17.1
yes	63	82.9	82.9	100.0
Total	76	100.0	100.0	

```
FREQUENCIES VARIABLES=A12
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.
```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

12.Do you include your location on  
your profile(s)?

N	Valid	76
	Missing	0
Mean		.86
Std. Deviation		.354
Minimum		0
Maximum		1

### 12.Do you include your location on your profile(s)?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	11	14.5	14.5	14.5
yes	65	85.5	85.5	100.0
Total	76	100.0	100.0	

```
FREQUENCIES VARIABLES=A13
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.
```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

13.Do you include your sexual  
orientation "interested in" on your  
profile(s)?

N	Valid	76
	Missing	0
Mean		.55
Std. Deviation		.501
Minimum		0
Maximum		1



**13.Do you include your sexual orientation “interested in” on your profile(s)?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	34	44.7	44.7	44.7
yes	42	55.3	55.3	100.0
Total	76	100.0	100.0	

```
FREQUENCIES VARIABLES=A14
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.
```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\SPSS DATA\Survey V1.sav

### Statistics

14.Do you include your Instant messenger Screen name on your profile(s)?

N	Valid	76
	Missing	0
Mean		.59
Std. Deviation		.495
Minimum		0
Maximum		1

**14.Do you include your Instant messenger Screen name on your profile(s)?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	31	40.8	40.8	40.8
yes	45	59.2	59.2	100.0
Total	76	100.0	100.0	

```
FREQUENCIES VARIABLES=A15
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.
```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\SPSS DATA\Survey V1.sav



### Statistics

15.Do you include your work & education on your profile(s)?

N	Valid	76
	Missing	0
Mean		.88
Std. Deviation		.325
Minimum		0
Maximum		1

15.Do you include your work & education on your profile(s)?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	9	11.8	11.8	11.8
yes	67	88.2	88.2	100.0
Total	76	100.0	100.0	

```
FREQUENCIES VARIABLES=A16
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.
```

### Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\SPSS DATA\Survey V1.sav

### Statistics

16.Do you include information about your personality on your profile(s)?

N	Valid	76
	Missing	0
Mean		.45
Std. Deviation		.501
Minimum		0
Maximum		1

16.Do you include information about your personality on your profile(s)?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	42	55.3	55.3	55.3
yes	34	44.7	44.7	100.0
Total	76	100.0	100.0	

```
FREQUENCIES VARIABLES=A17
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.
```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

17.Do you include your signature on  
your profile(s)?

N	Valid	76
	Missing	0
Mean		.11
Std. Deviation		.309
Minimum		0
Maximum		1

17.Do you include your signature on your profile(s)?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	68	89.5	89.5	89.5
yes	8	10.5	10.5	100.0
Total	76	100.0	100.0	

```
FREQUENCIES VARIABLES=A18
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.
```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

18.Do you include your username  
on your profile(s)?

N	Valid	76
	Missing	0
Mean		.45
Std. Deviation		.501
Minimum		0
Maximum		1

18.Do you include your username on your profile(s)?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	42	55.3	55.3	55.3
yes	34	44.7	44.7	100.0
Total	76	100.0	100.0	

```

FREQUENCIES VARIABLES=A19
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.

```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

19.Do you include information  
about your interests on your profile  
(s)?

N	Valid	76
	Missing	0
Mean		.62
Std. Deviation		.489
Minimum		0
Maximum		1

19.Do you include information about your interests on your profile(s)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	29	38.2	38.2	38.2
	yes	47	61.8	61.8	100.0
	Total	76	100.0	100.0	

MULT RESPONSE GROUPS=\$B20Group 'Sharing Info with Family' (b20.0 b20.1 b20.2 b20.3 b20.4 b20.5 b20.6 b20.7 b20.8 b20.9 b20.10 b20.11 b20.12 (1))  
/FREQUENCIES=\$B20Group.

## Multiple Response

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

**Case Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$B20Group <sup>a</sup>	75	98.7%	1	1.3%	76	100.0%

a. Dichotomy group tabulated at value 1.

**\$B20Group Frequencies**

		Responses		Percent of Cases
		N	Percent	
Sharing Info with Family <sup>a</sup>	Real name	70	9.9%	93.3%
	E-mail address	65	9.2%	86.7%
	Birthday	71	10.0%	94.7%
	Gender	72	10.2%	96.0%
	Profile picture	67	9.5%	89.3%
	Location	66	9.3%	88.0%
	Sexual Orientation	38	5.4%	50.7%
	Instant messenger	33	4.7%	44.0%
	Work & Education	68	9.6%	90.7%
	About Me	49	6.9%	65.3%
	Signature	18	2.5%	24.0%
	Username	36	5.1%	48.0%
	Interests	54	7.6%	72.0%
	Total	707	100.0%	942.7%

a. Dichotomy group tabulated at value 1.

MULT RESPONSE GROUPS=\$A21Group 'Sharing Info with Friends' (b21.0 b21.1 b21.2 b21.3 b21.4 b21.5 b21.6 b21.7 b21.8 b21.9 b21.10 b21.11 b21.12 (1))  
/FREQUENCIES=\$A21Group.

## Multiple Response

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$A21Group <sup>a</sup>	75	98.7%	1	1.3%	76	100.0%

a. Dichotomy group tabulated at value 1.

### \$A21Group Frequencies

		Responses		Percent of Cases
		N	Percent	
Sharing Info with Friends <sup>a</sup>	Real name	63	9.8%	84.0%
	E-mail address	59	9.2%	78.7%
	Birthday	67	10.5%	89.3%
	Gender	70	10.9%	93.3%
	Profile picture	62	9.7%	82.7%
	Location	59	9.2%	78.7%
	Sexual Orientation	36	5.6%	48.0%
	Instant messenger	28	4.4%	37.3%
	Work & Education	65	10.1%	86.7%
	About Me	36	5.6%	48.0%
	Signature	12	1.9%	16.0%
	Username	34	5.3%	45.3%
	Interests	50	7.8%	66.7%
	Total	641	100.0%	854.7%

a. Dichotomy group tabulated at value 1.

MULT RESPONSE GROUPS=\$A22Group 'Sharing Info with Friends of Friends' (b22.0 b22.1 b22.2 b22.3 b22.4 b22.5 b22.6 b22.7 b22.8 b22.9 b22.10 b22.11 b22.12 (1))  
/FREQUENCIES=\$A22Group.

## Multiple Response

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\SPSS DATA\Survey V1.sav

### Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$A22Group <sup>a</sup>	74	97.4%	2	2.6%	76	100.0%

a. Dichotomy group tabulated at value 1.

### \$A22Group Frequencies

		Responses		Percent of Cases
		N	Percent	
Sharing Info with Friends of Friends <sup>a</sup>	Real name	55	11.4%	74.3%
	E-mail address	42	8.7%	56.8%
	Birthday	50	10.3%	67.6%
	Gender	64	13.2%	86.5%
	Profile picture	48	9.9%	64.9%
	Location	42	8.7%	56.8%
	Sexual Orientation	24	5.0%	32.4%
	Instant messenger	16	3.3%	21.6%
	Work & Education	45	9.3%	60.8%
	About Me	21	4.3%	28.4%
	Signature	11	2.3%	14.9%
	Username	30	6.2%	40.5%
	Interests	36	7.4%	48.6%
	Total	484	100.0%	654.1%

a. Dichotomy group tabulated at value 1.

MULT RESPONSE GROUPS=\$A23Group 'Sharing Info with Public' (b23.0 b23.1 b23.2 b23.3 b23.4 b23.5 b23.6 b23.7 b23.8 b23.9 b23.10 b23.11 b23.12 (1))  
/FREQUENCIES=\$A23Group.

### Multiple Response

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$A23Group <sup>a</sup>	69	90.8%	7	9.2%	76	100.0%

a. Dichotomy group tabulated at value 1.

### \$A23Group Frequencies

		Responses		Percent of Cases
		N	Percent	
Sharing Info with Public <sup>a</sup>	Real name	46	12.7%	66.7%
	E-mail address	31	8.6%	44.9%
	Birthday	32	8.9%	46.4%
	Gender	49	13.6%	71.0%
	Profile picture	35	9.7%	50.7%
	Location	29	8.0%	42.0%
	Sexual Orientation	15	4.2%	21.7%
	Instant messenger	13	3.6%	18.8%
	Work & Education	37	10.2%	53.6%
	About Me	17	4.7%	24.6%
	Signature	8	2.2%	11.6%
	Username	27	7.5%	39.1%
	Interests	22	6.1%	31.9%
	Total	361	100.0%	523.2%

a. Dichotomy group tabulated at value 1.

```
FREQUENCIES VARIABLES=B24
/STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
/ORDER=ANALYSIS.
```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

24.I am OK to disclose  
NewsFeed/Updates (i.e., my status,  
posts, comments) on my social  
networking site(s) profile with

N	Valid	76
	Missing	0
Mean		2.43
Std. Deviation		1.247
Minimum		1
Maximum		5



**24.I am OK to disclose NewsFeed/Updates (i.e., my status, posts, comments) on my social networking site(s) profile with**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public	10	13.2	13.2	13.2
	Friends	49	64.5	64.5	77.6
	Friends of Friends	4	5.3	5.3	82.9
	Customise(List of Friends)	13	17.1	17.1	100.0
	Total	76	100.0	100.0	

FREQUENCIES VARIABLES=B25

/STATISTICS=STDDEV MINIMUM MAXIMUM MEAN

/ORDER=ANALYSIS.

## **Frequencies**

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\SPSS DATA\Survey V1.sav

### **Statistics**

25.I am OK to be on chat online on my social networking site(s) profile with

N	Valid	76
	Missing	0
Mean		2.39
Std. Deviation		1.276
Minimum		1
Maximum		5

**25.I am OK to be on chat online on my social networking site(s) profile with**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public	15	19.7	19.7	19.7
	Friends	41	53.9	53.9	73.7
	Friends of Friends	7	9.2	9.2	82.9
	Only Me	1	1.3	1.3	84.2
	Customise(List of Friends)	12	15.8	15.8	100.0
	Total	76	100.0	100.0	

FREQUENCIES VARIABLES=B26

/STATISTICS=STDDEV MINIMUM MAXIMUM MEAN

/ORDER=ANALYSIS.

## **Frequencies**



[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

#### Statistics

26.I am OK to search my profile on  
my social networking site(s) with

N	Valid	76
	Missing	0
Mean		1.92
Std. Deviation		1.055
Minimum		1
Maximum		5

#### 26.I am OK to search my profile on my social networking site(s) with

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Public	28	36.8	36.8	36.8
Friends	38	50.0	50.0	86.8
Friends of Friends	3	3.9	3.9	90.8
Only Me	2	2.6	2.6	93.4
Customise(List of Friends)	5	6.6	6.6	100.0
Total	76	100.0	100.0	

FREQUENCIES VARIABLES=B27

/STATISTICS=STDDEV MINIMUM MAXIMUM MEAN

/ORDER=ANALYSIS.

### Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

#### Statistics

27.I am OK to receive messages on  
my social networking site(s) profile  
with

N	Valid	76
	Missing	0
Mean		1.71
Std. Deviation		.763
Minimum		1
Maximum		5

**27.I am OK to receive messages on my social networking site(s) profile with**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Public	33	43.4	43.4	43.4
Friends	34	44.7	44.7	88.2
Friends of Friends	8	10.5	10.5	98.7
Customise(List of Friends)	1	1.3	1.3	100.0
Total	76	100.0	100.0	

FREQUENCIES VARIABLES=B28

/STATISTICS=STDDEV MINIMUM MAXIMUM MEAN

/ORDER=ANALYSIS.

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

28.I am OK to subscribe my profile  
on my social networking site(s) with

N	Valid	76
	Missing	0
Mean		2.47
Std. Deviation		1.238
Minimum		1
Maximum		5

**28.I am OK to subscribe my profile on my social networking site(s) with**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Public	16	21.1	21.1	21.1
Friends	33	43.4	43.4	64.5
Friends of Friends	9	11.8	11.8	76.3
Only Me	11	14.5	14.5	90.8
Customise(List of Friends)	7	9.2	9.2	100.0
Total	76	100.0	100.0	

FREQUENCIES VARIABLES=B29

/STATISTICS=STDDEV MINIMUM MAXIMUM MEAN

/ORDER=ANALYSIS.

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

29.I am OK to add "Add Friend" my  
profile on my social networking site  
(s) with

N	Valid	76
	Missing	0
Mean		2.03
Std. Deviation		1.119
Minimum		1
Maximum		5

### 29.I am OK to add "Add Friend" my profile on my social networking site(s) with

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public	29	38.2	38.2	38.2
	Friends	28	36.8	36.8	75.0
	Friends of Friends	12	15.8	15.8	90.8
	Only Me	2	2.6	2.6	93.4
	Customise(List of Friends)	5	6.6	6.6	100.0
	Total	76	100.0	100.0	

```

FREQUENCIES VARIABLES=C30
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.

```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

30.I feel that the privacy of my  
personal information (i.e. Real  
Name, photos) is protected on  
social networking sites

N	Valid	76
	Missing	0
Mean		3.16
Std. Deviation		1.059
Minimum		1
Maximum		5

30.I feel that the privacy of my personal information (i.e. Real Name, photos) is  
protected on social networking sites

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	5	6.6	6.6	6.6
disagree	14	18.4	18.4	25.0
moderate	29	38.2	38.2	63.2
agree	20	26.3	26.3	89.5
Strongly agree	8	10.5	10.5	100.0
Total	76	100.0	100.0	

```

FREQUENCIES VARIABLES=C31
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.

```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

31.I trust that social networking site will not use my personal information for any other purpose

N	Valid	76
	Missing	0
Mean		2.93
Std. Deviation		1.037
Minimum		1
Maximum		5

31.I trust that social networking site will not use my personal information for any other purpose

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	7	9.2	9.2	9.2
	disagree	19	25.0	25.0	34.2
	moderate	25	32.9	32.9	67.1
	agree	22	28.9	28.9	96.1
	Strongly agree	3	3.9	3.9	100.0
	Total	76	100.0	100.0	

```
FREQUENCIES VARIABLES=C32
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.
```

### Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

32.I feel comfortable writing message on my friends' walls on my social networking sites

N	Valid	76
	Missing	0
Mean		3.55
Std. Deviation		.839
Minimum		1
Maximum		5

**32.I feel comfortable writing message on my friends' walls on my social networking sites**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	3.9	3.9	3.9
	disagree	3	3.9	3.9	7.9
	moderate	24	31.6	31.6	39.5
	agree	41	53.9	53.9	93.4
	Strongly agree	5	6.6	6.6	100.0
	Total	76	100.0	100.0	

```
FREQUENCIES VARIABLES=C33
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.
```

### Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

#### Statistics

33.I feel comfortable when  
someone has posted information  
about me or photo of me on social  
networking sites

N	Valid	76
	Missing	0
Mean		2.99
Std. Deviation		1.000
Minimum		1
Maximum		5

**33.I feel comfortable when someone has posted information about me or photo of me on social networking sites**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	10.5	10.5	10.5
	disagree	12	15.8	15.8	26.3
	moderate	31	40.8	40.8	67.1
	agree	23	30.3	30.3	97.4
	Strongly agree	2	2.6	2.6	100.0
	Total	76	100.0	100.0	

```
FREQUENCIES VARIABLES=C34
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.
```

### Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

#### Statistics

34.I feel comfortable when third-  
parties used my profile information  
on social networking sites

N	Valid	76
	Missing	0
Mean		2.11
Std. Deviation		1.090
Minimum		1
Maximum		5

#### 34.I feel comfortable when third-parties used my profile information on social networking sites

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	27	35.5	35.5	35.5
	disagree	26	34.2	34.2	69.7
	moderate	13	17.1	17.1	86.8
	agree	8	10.5	10.5	97.4
	Strongly agree	2	2.6	2.6	100.0
	Total	76	100.0	100.0	

FREQUENCIES VARIABLES=C35  
/STATISTICS=STDDEV MINIMUM MAXIMUM MEAN  
/ORDER=ANALYSIS.

### Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

#### Statistics

35.I feel comfortable when social  
networking sites track my use of the  
site and deliver targeted advertising  
to me based on my interests

N	Valid	76
	Missing	0
Mean		2.30
Std. Deviation		1.155
Minimum		1
Maximum		5



**35.I feel comfortable when social networking sites track my use of the site and deliver targeted advertising to me based on my interests**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	23	30.3	30.3	30.3
	disagree	24	31.6	31.6	61.8
	moderate	14	18.4	18.4	80.3
	agree	13	17.1	17.1	97.4
	Strongly agree	2	2.6	2.6	100.0
Total		76	100.0	100.0	



```

FREQUENCIES VARIABLES=D36
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.

```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

36.Do you know that you can  
change your privacy settings on  
your social networking sites?

N	Valid	76
	Missing	0
Mean		.97
Std. Deviation		.161
Minimum		0
Maximum		1

36.Do you know that you can change your privacy settings on your  
social networking sites?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	2	2.6	2.6	2.6
yes	74	97.4	97.4	100.0
Total	76	100.0	100.0	

```

FREQUENCIES VARIABLES=D37
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.

```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

37.Do you know how to change  
privacy settings on your social  
networking sites?

N	Valid	76
	Missing	0
Mean		.97
Std. Deviation		.161
Minimum		0
Maximum		1

**37.Do you know how to change privacy settings on your social networking sites?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	2	2.6	2.6	2.6
	yes	74	97.4	97.4	100.0
	Total	76	100.0	100.0	

```

FREQUENCIES VARIABLES=D38
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.

```

## **Frequencies**

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\SPSS DATA\Survey V1.sav

### **Statistics**

38.Have you ever changed the privacy settings on your social networking sites?

N	Valid	76
	Missing	0
Mean		.93
Std. Deviation		.250
Minimum		0
Maximum		1

**38.Have you ever changed the privacy settings on your social networking sites?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	5	6.6	6.6	6.6
	yes	71	93.4	93.4	100.0
	Total	76	100.0	100.0	

```

FREQUENCIES VARIABLES=E39
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.

```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

39. Have you read the privacy policy  
of your social networking sites?

N	Valid	76
	Missing	0
Mean		.67
Std. Deviation		.473
Minimum		0
Maximum		1

### 39. Have you read the privacy policy of your social networking sites?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	25	32.9	32.9	32.9
yes	51	67.1	67.1	100.0
Total	76	100.0	100.0	

```

FREQUENCIES VARIABLES=E40
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.

```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

40. Have you read the terms of use  
of your social networking sites?

N	Valid	76
	Missing	0
Mean		.53
Std. Deviation		.503
Minimum		0
Maximum		1

**40. Have you read the terms of use of your social networking sites?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	36	47.4	47.4	47.4
	yes	40	52.6	52.6	100.0
Total		76	100.0	100.0	

```

FREQUENCIES VARIABLES=F41
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.

```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

41.Are you aware that when you  
add a new application (e.g.  
FarmVille/Mafia Wars, AngryBirds)  
you give the organisation that  
supplies the application the right to  
access your profile information?

N	Valid	76
	Missing	0
Mean		.64
Std. Deviation		.482
Minimum		0
Maximum		1

**41.Are you aware that when you add a new application (e.g.  
FarmVille/Mafia Wars, AngryBirds) you give the organisation that  
supplies the application the right to access your profile information?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	27	35.5	35.5	35.5
yes	49	64.5	64.5	100.0
Total	76	100.0	100.0	

```

FREQUENCIES VARIABLES=F42
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.

```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

42.Are you aware that SNSs can share your information with people or organisations outside of social networking site for marketing purpose as per their privacy policy?

N	Valid	76
	Missing	0
Mean		.55
Std. Deviation		.501
Minimum		0
Maximum		1

42.Are you aware that SNSs can share your information with people or organisations outside of social networking site for marketing purpose as per their privacy policy?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	34	44.7	44.7	44.7
yes	42	55.3	55.3	100.0
Total	76	100.0	100.0	

```
FREQUENCIES VARIABLES=F43
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.
```

### Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\SPSS DATA\Survey V1.sav

### Statistics

43.Have you regretted posting information about yourself on social networking sites?

N	Valid	76
	Missing	0
Mean		.46
Std. Deviation		.502
Minimum		0
Maximum		1

43.Have you regretted posting information about yourself on social networking sites?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	41	53.9	53.9	53.9
yes	35	46.1	46.1	100.0
Total	76	100.0	100.0	

```

FREQUENCIES VARIABLES=G44
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.

```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

44.Age

N	Valid	76
	Missing	0
Mean		1.50
Std. Deviation		.721
Minimum		1
Maximum		4

### 44.Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	46	60.5	60.5	60.5
	25-34	24	31.6	31.6	92.1
	35-44	4	5.3	5.3	97.4
	45-51	2	2.6	2.6	100.0
	Total	76	100.0	100.0	

```

FREQUENCIES VARIABLES=G45
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.

```

## Frequencies

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed\  
SPSS DATA\Survey V1.sav

### Statistics

45.Gender

N	Valid	76
	Missing	0
Mean		.47
Std. Deviation		.503
Minimum		0
Maximum		1

**45. Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	40	52.6	52.6	52.6
	Male	36	47.4	47.4	100.0
	Total	76	100.0	100.0	

```

FREQUENCIES VARIABLES=G47
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN
  /ORDER=ANALYSIS.

```

**Frequencies**

[DataSet1] C:\Users\ABU-HASSIRA\Desktop\Social Network\My project Mohammed  
SPSS DATA\Survey V1.sav

**Statistics****47. College name**

N	Valid	76
	Missing	0
Mean		1.89
Std. Deviation		.704
Minimum		1
Maximum		3

**47. College name**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	COB	23	30.3	30.3	30.3
	CAS	38	50.0	50.0	80.3
	COL	15	19.7	19.7	100.0
	Total	76	100.0	100.0	